

EXPERIENCE JAPAN IN NEW YORK CITY

CHOPSTICKS NY®



MAY 2012

#61

FREE

B-kyu Gourmet

(This genre of affordable, casual gourmet incorporates inventive ideas to give a unique twist to everyday comfort foods in Japan. They are hearty, fun and energizing.)



SPECIAL INTERVIEW

Hideki Togi

(Gagaku Musician)

www.chopsticksny.com

5th Anniversary

The background of the image is a large, faded FUJIFILM logo. It consists of a large 'F' on the left and a stylized 'U' on the right, both in white. Above the 'U' are three orange squares containing the letters 'M', 'T', and 'W' in white. The entire logo is set against a light purple circular background with yellow curved lines at the top and bottom.

BentOn

べんと・おん

CATERING

www.Bento-On.com

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Multit talented Hideki Togi is best known as a premier "gagaku" musician. Unlike other traditional music practitioners, he has taken an unconventional career path and availed does collaborative works with under types of art forms in various genres, not limited to music. Mr. Togi charted with Chopsticks NY and revealed how naturally he established his career.



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Cover
Rob Mann
www.chopsticks.com

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Presented by The New Japanese

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CHOPSTICKS NY

Chopsticks NY Celebrates Its 5th Birthday in May!

Chopsticks NY is celebrating its 5th anniversary with this issue. I would like to express my sincere appreciation to everyone for their continued support of the magazine.

In April 2007, Trend Pot NY launched a free weekly Japanese paper, NY Japan for the Japanese community in New York to enhance their everyday life by providing and sharing local information. Ever since, the newspaper has served the community and has been loved by many Japanese readers.

In this global village, Japanese culture such as Japanese cuisine, Japanese spirit of hospitality, *omotenashi* and *omae*, showed widespread appeal even in New York. In response to this growing trend, I decided to issue Chopsticks NY magazine in April 2007 and provide information about "Japan" to be conveyed accurately in English to the people of New York by using the resources and experiences we have as a publisher of a Japanese newspaper. I truly hope the magazine will help connect Japan with the U.S. for the next 10, 20 years, even after 100 years.

I humbly thank you for all of your patronage and hope for your continued, unchanged support in the future.



Chopsticks NY
Publisher
Hitoshi Onishi



(Clockwise from top left) Akemi Nagata (Art Director), Hiromi Goshima (President/Publisher), Koko Masuda (Sales Representative), Aneel Grewal (Administrative Assistant), Noriko Kawanishi (Editor-in-Chief), Akemi Kawanishi (Sales Representative)

About Trend Pot NY, LLC

Since its inception in January 2001, "Is of Pot NY LLC formerly Trend Pot, Inc." has published NY Japan, a free Japanese weekly newspaper, providing information for the Japanese community in the Tri-State area. The newspaper has a circulation of 23,000 and is distributed to over 230 restaurants and other businesses. Trend Pot NY LLC has also expanded its network beyond the Japanese community and into the Chinese, Korean, Thai and other Asian communities. With the infrastructure established with the premier weekly newspaper, Trend Pot NY LLC launched Chopsticks NY in 2007.

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Chopsticks NY Milestones



May 2007 (#001)
The first issue of Chopsticks NY is published.



March 2008 (#011)
This issue which featured cartoon, promoted the current seminar in NY.



September 2008 (#012)
Chopsticks NY started a cover art contest, using the winners' artworks as covers every month.



May 2010 (#037)
The Japanese drink issue (catalogued "12" sake and shochu brands). An online version (www.trendpot.com/yearinfo/brand)



August 2011 (#052)
This travel issue highlighted relatively unknown regional features and products in Japan.



May 2012 (#061)
5th Anniversary Issue



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"MY ONE GUIDING PRINCIPLE IS THAT IF SOMETHING LOOKS INTERESTING, I GO FOR IT."

—HIDEKI TOGI

*Hideki Togi is a premier gagaku musician who held performances, gave lectures, and had an art exhibition in New York this March. Unlike other traditional music practitioners, he has pursued an unconventional career path by avidly doing collaborative work with art forms in various genres not limited to music. Backstage at his NY performance at the Nightlow Ballroom, Mr. Togi chatted with *Chopsticks NY* and revealed how he has naturally established his career.*



Would you describe gagaku for *Chopsticks NY* readers who might not be familiar with it?

Gagaku is a type of music that came to Japan 1400 years ago from mainland China. It was used at Japanese temples and shrines as part of ceremonies. During the Heian Period (794-1185) it became a kind of music for the aristocracy to enjoy, not as a part of rituals but just for itself. However, because this was for the upper class, it only reached a limited audience. In ceremonies gagaku was used as an offering for the gods, so it couldn't undergo very much alteration. Because of this, it was protected in its original form and survived over all these years.

Gagaku is not only a performance, but it also heavily incorporates the cosmic views, philosophies and an-myo-do (occult/divination system based on the Taoist theory of the five elements) of people from long ago. It's music that's about feeling it with your body. I think the remarkable thing about ancient court music is that it goes beyond the melody to create an aggregate of sounds which you feel at the end.

How did you make the transition to gagaku from first listening to other musical genres like jazz and rock?

Most gagaku practitioners begin when they are very young, but from kindergarten I liked the Beatles. I didn't start playing gagaku until I was 19, which was late. Up until that point I had been obsessed with rock and jazz, with no desire to play gagaku. But I was proud of my family tradition and also had lived abroad when I was young, so I was able to see Japan with the eyes of an objective observer. I came to think that the most important thing for Japanese to do was to pre-



serve their culture. I think that treasuring your own culture while interacting with foreigners is the true definition of someone "international."

Now you are involved in collaborations with many other types of music, but are there ones which go particularly well with gagaku?

Japanese non-musicians often say that joining gagaku with other traditional Japanese music will create something with Japanese originality and power, but the truth is it doesn't usually work. I personally believe that gagaku and Western music make the best combination. I sensed that gagaku would go well with the pop, jazz and rock that I had grown up listening to. My music blends East and West and old and new, but these were not intentional pairings; they just turned out this way. They weren't forced or strived for, and I think that's why they're easily conveyed to others.

Can you tell us about the new album you are releasing in the U.S.?

Essentially it's a remake of my old hits, arranging Western melodies while using gagaku instruments accompanied by a band, classical orchestra or just piano. All of the songs have a Western twist put together with gagaku. There are some fusion band songs, magnificent classical numbers and wistful piano pieces. I'd say these three forms make up my "royal road." Because the album was being released in America, I tried to use songs that anyone in the world would easily know and added a new flair to them, and I also put in one new song.

You've performed at several world heritage sites. What kind of an experience is that?

Whether in a sacred place or at a concert hall holding thousands of people or on a street corner, for me the feeling of musical expression is the same. Whether the audience is 2 people or 20,000, I want to maximize their enjoyment. But what comes before that is enjoying my own performance and songs, and that is the same regardless of the external conditions. The one thing I can say about being at these sites is that you have the physical location, but when you add the performance you create an additional intangible asset. This makes me realize how amazing human history is and for that reason I make doing annual world heritage site concerts a priority.

In addition to music, you have acted in and directed movies, but what do you see as your path going forward?

Even though gagaku is Japanese music, many Japanese don't know about it, so as a musician I would like to share it with the young. I could appeal to them by doing things like playing their favorite anime songs on traditional instruments. I'm often asked what my future goals are, but I don't set any. Nor do I ever feel, "This is what I want to do next." Instead I value what I have in front of me, and in the process of doing so there is always a new discovery. I like not knowing whether my future path is going to turn to the left or the right, to have that room to wonder.

It sounds like this excitement is what drives you.

My nature is to enjoy myself and make sure others are having fun, so always have a feeling of excitement (yoku waku). I hate the idea of putting forth effort, and I remain in good health although I never will the gym. I not what I want when I want without restrictions and sometimes I am as recording for two days straight without eating anything as you could say I am not conscientious about maintaining my health. My one guiding principle is that if something looks interesting, I go for it. I always have some kind of thought spinning in my head, and I am never sitting still. When I was 25 they diagnosed cancer in my knee and told me I only had a year left to live. I thought if that was the case I wanted to enjoy my remaining time, and I refused treatment. Not in time my cancer healed itself, so I joke that I have "treatment colic" (yoku waku suriko) that helped me overcome it.

Do you have any advice for Chopsticks NY readers visiting Japan?

When I travel abroad, I like to get as close to the locals as possible. I have no interest in what is listed in guidebooks, as those places have been designed for tourists. Instead I go to where regular people lead their daily lives, and listen to what they are discussing and see what they are eating. In Japan, this would be an unkonwa frequented by only Japanese clientele.

—Interview by Noriko Kikawa,
Written by Stacy Smith

HIDEKI TOGI BIO

Hideki Togi is part of a family with a tradition of gagaku (Imperial Japanese court music) that can be traced back 1300 years to the Heiro Period (1185-1189). Due to his father's job, Togi spent his childhood moved and grew up surrounded by various kinds of music including rock, classical and jazz. After graduating from high school, he joined the music department of the Imperial Household Agency. There he gained experience with instruments such as the koto, shamisen, taiko drum and cello. In addition to singing and dancing. Currently Togi passionately creates his own music by combining the natural flavor of gagaku with piano and synthesizers. He plays an important role in promoting international friendship by introducing traditional Japanese culture at home and abroad.

Official website: www.togihideki.net

Hideki Togi Career Milestones/Timeline

1977

After graduating high school, he joined the music department of the Imperial Household Agency and started playing gagaku.

1996

His first album *Togi Hideki* was released.

2000

The album *TOGIHIDEKI* received a Japan Record Award for best project.

2002

Performed music for Tokyo Metropolitan's *On the Edge*.

2003

Performed at the World Heritage site, Angkor Wat in Cambodia, in collaboration with the Tokyo Shogun Temple World and the local monks.

2005

Partnered up with a young Chinese musician and released an album under the name of TOGI+HAI.

2007

Played the Koto Ensemble at 2007 Asia Dance Festival in China.

2012

For the 15th anniversary of his debut, he released *TOGI* in both Japan and the U.S.

Hideki Togi's new album, *TOGI*, is available below.





All things new from stores, products, services to events

DRINK

Chill Out with Perfect Summer Sips

As the weather warms up in NY, our desire for summer drinks is ramping up naturally. Here we introduce two new sakes from Japan that will quench your thirst as well as amuse your palate.

Just released in the beginning of April, Keon Mikan Sake from Yamagata Hanten Brewery is a fruity, sweet, and tart sake that blends mikan sake and local specialty Utsu mikan (Utsu variety mandarin orange famous for its flavorfulness) in Yamagata Prefecture, home of the brewery. Keon jamae sake from Yamagata Hanten boasts distinctive rice flavor which goes very well with Utsu mikan's characteristic sweetness and tartness. Lower alcohol content at 7% it's light and refreshing on your palate, perfectly soothing in summer heat. Best enjoyed as an aperitif and with dessert. You can even make saki out of Keon Mikan Sake.

Another newcomer is Katsuragi Junmai Daig Numa Seasonal Drift Sake, scheduled to be released in early May. Using the softest water locally grown sake rice "Kida Nishiki" and unique yeast No. 10, Katsuragi sakes from Nishiyama Brewery is characterized by its elegant, round flavor. This drift sake is excellent in the sense it minimizes the elegant, lively and pure flavor through bottling freshly pressed, unpasteurized sake. It should be served chilled for appreciating the freshest flavor. With a hint of rice, legume, Katsuragi Junmai Daig Numa pairs great with delicate flavored dishes such as sushi, sashimi, and food lightly seasoned with dashi broth. Brewed and bottled on pre-order only, its availability is limited. Keep an eye on where you can enjoy this rare offering.



With a lovely blend of Utsu mikan and jamae sake, Keon Mikan Sake is particularly popular among female clientele in Japan.

Distributed by JFC International
www.jfc.com
Info: www.drinks@jfcinternational.com
(Japanese only)



By skipping blurring processes, this seasonal drift sake from Katsuragi sakes allows you to enjoy the freshest flavor from the pressing process. To enhance this delicate quality and flavor, it is carefully shipped and stored without all the way.

Distributed by JFC International
www.sakeopen.com
Info: www.sakeopen.com/ja/global

PRODUCT

Vegetable Cutter with "Kawaii" Dimension

With the pro-vegetable trend of this health conscious society, it is difficult for those who despise vegetables to incorporate them into a healthy diet, especially with small children. Many mothers try tricks to convince their children to eat more vegetables, and a new kitchen tool just might be their new savior. Developed and released by KOKUJO, their VEGGIESHAPERS is an inventive way

to not only cut vegetables into cute shapes but also allow you to build the cut vegetables just like building blocks. The fun three-dimensional vegetable shapes are sure to be a hit with kids. There are 5 kinds of shapes currently available: bear, rabbit, elephant, penguin, and airplane. It's the perfect way to involve kids in creating their own kawaii sculptures with vegetables, fruits and cheese.



KOKUJO USA, INC.
3834 W. Center St. Suite 216 Torrance, CA 90503 TEL: 310 540 7558 www.kokujousa.jp

BEAUTY

Recharge, Socialize and Unwind in New Hair Salon

After 20 years of serving in Midtown East as Menah, Haseki Hair Salon has been re-named, overhauled and opened on April 3rd just one block away from the previous location. Upon entering you'll find cute little antique decorations on the brick wall and you'll be filled with a warm, welcoming feeling. At its fresh start, Mr. Ishihara weighs in on the salon's amenities: "I like to

offer a relaxing environment to our customers so they can feel at home, with more room, more sunlight, and a more friendly atmosphere, etc. The entrance area is like a lounge for customers where they can just hang out with friends, drink and enjoy chatting. The interior space, used as a treatment area, creates a rather organic, rustic ambience reminiscent of Tuscany," Mr. Ishihara explains. In fact, the salon is 3-4 times more spacious than the previous location

and now has enough capacity for all their 7 experienced Japanese hair stylists to work for their clientele. Two big skylights bring natural sunlight during day-time, filling an customers and stylists alike. Haseki Hair Salon is a hair salon indeed, but at the same time, it's a relaxing space where you can recharge yourself and socialize with people



Named after his 4-year-old daughter, Haseki Hair Salon reflects the owner, Daniel Ishihara's hospitable mind and aesthetic sense.

Haseki Hair Salon

324 E. 53rd St., 2nd Fl. 4th Ave. New York, NY 10022
Tel: 212 786-2079 / www.hasekiahair.com

BOOK

Futuristic Japan Post-March 11 Fiction

A massive earthquake and tsunami triggered the worst nuclear catastrophe since Chernobyl on the coast of North Eastern Japan on March 11, 2011. The epicenter was located in Sendai, where thousands of citizens were washed away. Ernest Maeyori's *Return to Sendai* is an original fiction narrative set on the eve of the disaster's fifth anniversary with Sendai plotting changes

for an All Electric Japan by 2030. Three visions are caught in the web of change and past memories that are reshaping the future, with the world watching a dawning reality of sustainable new beginnings.

Created as a tribute to the strong-hand persistence of the Japanese people in times of disaster, *Return to Sendai* is available as an eBook through Amazon.com.



SHOP

A "Conbini"-like Grocery Store in Midtown

Tamaya is a new Japanese grocery store that opened this month by the owners of Torii Jazo, a jazz club that harbors homey Japanese food in Midtown Manhattan. The grocery store located above the jazz club on the 2nd floor offers take out versions of the Torii Jazo menu in addition to all the other basic Japanese grocery items like soups, rice, frozen foods, dried foods, and snacks.

Take-out foods such as lunch boxes and rice balls are prepared in their own kitchen allowing customers to enjoy homemade, hearty flavors. "Our store is targeted to help our very busy business people who generally come by to get what they need for that day, much like a "conbini", convenient store in Japan", explains owner Mr. Ken Makiyama. Naturally, energy drinks are one of the best sellers.



Torii Jazo has menu items such as bento and bento rice, chicken fried rice, and more available for go.

Serving homemade take out foods, accessible from commercial and business areas, and open late, Tamaya Japanese Grocery Store is indispensable for city life. It is also open until 4 am Mon-Sat, and until 2 am on Sun and houses many household products so you can always go home with what you need.



The store is stocked with a great selection of energy drinks that sell like hotcakes.



Homemade bento and rice balls are made fresh daily to serve the single go-to work and on the home-cooked ones.

Tamaya Japanese Grocery Store

295 E. 52nd St., 2nd Fl. 4th Ave., New York, NY 10022
Tel: 212 583-2371 / www.tamayagrocery.com



B-kyu Gourmet

Japan's Modern, Hearty Foods That Please Your Palate and Wallet

Literally translated as B-class gourmet foods, the some of the genre may confuse most non-Japanese readers. "B" only refers to reasonable prices while gourmet refers to quality of food. So, the simplest translation is "reasonably priced quality foods". However, that's not enough to explain the essence of the genre that is extremely popular among Japanese. Next, we will talk about the features of B-kyu gourmet and decipher the reasons behind its attraction

Inventive Ideas and Unique Twists

In addition to its affordable and casual features, one of the biggest characteristics of B-kyu gourmet is its creativity. Take "modern yaki" as an example. It's a combination of skanaryaki pancake and yakisoba (fried noodle), which was created to allow enjoyment of both delicious features in one dish. You can also save money by ordering this two-in-one dish. Imagine a dish where pasta and pizza are blended; it might seem strange, but the creativity behind B-kyu gourmet is how these inventive ideas actually make sense. Mixing multiple types of cuisine is a common approach of B-kyu gourmet such as "curry udon", sauce for curry rice poured over udon noodles, "tonmusu," omellette (omusubi) rice ball with shrimp tempura inside, and "tebagayo," chicken wing stuffed with gyozo filling. The source of ideas is unlimited from using unconventional toppings, blending unique ingredients into dough or noodles, to mix-and-match sauces on a dish, and more. In this sense the California roll is categorized in this genre. It's fun to create your own B-kyu gourmet like "black pizza with squid ink dough and sauce"

and meat and cheese ramen. They are hearty, fun and energizing.

Less is more: Delicious Cheap Eats

B-kyu gourmet is also considered cheap eats, usually less than \$10. No fancy decoration involved and served on simple plates, it saves costs so it can be provided at reasonable prices. Vendor type foods in Japan such as yakisoba (fried noodles), takoyaki (octopus ball), okonomiyaki pancake, yakitori skewers and yakimochi are typical B-kyu gourmet. They are especially good because you can eat them fresh off the grill. Imagining char-grilled corn drizzled with melted butter and warm soy sauce is just mouthwatering.

Local Delicacies

Another important feature of B-kyu gourmet is that it optimizes local produce. Locally harvested products are always fresh and cheap because no distribution time and costs are required. This helps B-kyu gourmet to be so unique and affordable. Traditionally, each region has developed its own local cuisine, and the recent rise of B-kyu gourmet has encouraged local people to rediscover and revamp their cuisine. Yakisoba made in a garlic-producing region might contain an abundance more garlic than usual, skanaryaki pancake in a region producing negi (scallions) will highlight more of them, while a bonito region might serve bonito pizza, etc. As B-kyu gourmet genre spreads nationwide, the local cuisine also becomes more publicized. There is now an annual national contest of B-kyu "Go-tachi (local)" Gourmet, called B-1 Grand Prix, which attracts over 500,000 people nationwide.

Popular B-kyu gourmet items

Takoyaki



Fluffy, bite-sized, ball-shaped pancake filled with octopus. Usually sweet and sour sauce and mayonnaise are drizzled over and topped

with kaniobachi (bonito flakes) and green (beniwarai) (sauce). It's a typical vendor food eaten piping hot. Don't burn your tongue!



Yakitori

Chicken skewers grilled on charcoal or charcoal. There are lots of variations in terms of ingredients, but popular types from vendors are

chicken breast, thigh, and skin. Seasoned with either shio (salt) or glazed with tare (thick sauce).

Tebagayo

Chicken wing stuffed with gyozo filling and either deep

fried or grilled. Tebagayo is a hearty finger food. Originally enjoyed in Nagoya region, tebagayo has now spread nationwide.



Tenmusu

Shrimp tempura is origin (temusubi) rice ball. Delicious shrimp tempura eggplants (sushi) origin, but it is still much cheaper than tender (tempura) over rice.



B-1 Grand Prix

The Annual B-1 Grand Prix is a competition organized by A-1 Jijyo, roughly meaning the longest living B-kyu gourmet, in Japan to stimulate local business through B-kyu gourmet. The first competition was held in Hachiroko City in Aomori Prefecture in 2006 and it has been getting bigger and bigger every year, with more than 500,000 people coming to the latest event in Himaji City in Hyogo Prefecture in 2011 to taste the selected B-kyu gourmet foods from nationwide.

Since it's a competition, the popular items are cooked through vetas made by the visiting public. The ranking from last year is,

1. Hiruzen Yakisoba by Hiruzen Yakisoba Saiten-ka (Okayama Prefecture)
2. Tsuyama Haruman Udon by Tsuyama Haruman Udon Karikyuo (Okayama Prefecture)
3. Hanicnahe Senbei-jiru by Hanicnahe Senbei-jiru Karikyuo (Aomori Prefecture)

This year, the B-1 Grand Prix is scheduled to be held in Kita Kyushu City in Fukuoka Prefecture on October 20th and 21st.

Hiruzen Yakisoba

Featuring thick, meat bone sauce, locally grown cabbage and chicken, Hiruzen Yakisoba stretched the top ranking supported by the majority of voters. The noodle itself is thick and all dense in texture, making it match perfectly with the original full-bodied, sweet and spicy sauce. Crisp and sweet cabbage adds new forms to the dish. As you bite into it, the local chicken starts oozing flavor in your mouth.

www.hiruzen-ryu.jp/kyoban/ (Japanese only)

Tsuyama Haruman Udon

Filling the bowl with noodle dish from the same prefecture of Hiruzen Yakisoba. They are smaller bowls with a meatbone sauce, but the toppings are beef hiruzen (beefsteak). The udon's produce distinctive flavor when they are fried, and enhanced by the sauce made with garlic, ginger, red chili peppers, black pepper, seaweed oil and many other ingredients. Thick udon noodles stretch the udon's produced from the blend of wheat and water to perfect the taste of the dish.

<http://tsuyama-haruman.com/> (Japanese only)

Hanicnahe Senbei-jiru

It's an inventive soup dish with local specialty wheat crackers. Noodle serves as it. Early dishes served from wheat, barley, vegetables and mushrooms are delicious, but the main ingredient is the cracker. Allowing you to experience an unprecedented harmony of texture and taste. The style of cooking Hanicnahe senbei into the soup has been passed on this region for over 200 years, and today they have developed a special cracker that does not get soggy even in the soup, resulting in just the right amount of all kinds of texture. You also can eat it as a side hot pot.

www.senbei-jiru.com/ (Japanese only)



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B-kyu Gourmet in New York

There are already lots of B-kyu gourmet dishes served at restaurants and vendors in New York. Even in grocery stores you can find B-kyu gourmet home cooking items. To give you some ideas, here we highlight some menu items that should not be missed.

osaka modern yaki

Served on a sizzling grill pan, fish, soy, fluffy, and chunky Osaka style okonomiyaki present, is the epitome of B-kyu Gourmet that is hearty and satisfying. The okonomiyaki captures layers of flavors from pork, shrimp, scallops, squid, chikawa fish cake, cabbage and special yubari noodles in specially crafted butter topped with okonomiyaki sauce, m.yamashi, onion, seaweed, dried and bonito flakes. The melody of umami and textures in your mouth keep you hungry then satisfied, first enjoyed when it's piping hot!

Isokaya Riki
117 E. 58th St., New York, NY 10022
TEL: 212-696-7128



\$9

shrimp bun

Misasa serves a rare version of the meat bun complementing the plump texture of the shrimp by coating it with egg whites and starch and deep frying. In addition to being served with Shikaraku pickles is a tartar sauce and soy based sauce (dressed with sweet bonito broth) giving three levels of flavor to enjoy mixed or individually. The chunky texture of wafu chestnuts and lettuce only adds to the uniqueness of this delicious dish.

Misasa
108 E. 58th St., New York, NY 10022
TEL: 212-677-8370 / www.misasa-ny.com

\$5.50



Lounge ramen

For those looking for healthy yet hearty ramen Lounge Ramen serves it best. Simple with no pretentiousness, the well crafted shoyu (soy sauce) ramen is the textbook example of its kind. You will notice the amazing balance of noodles and soup, which are carefully developed in a way that the noodles absorb the soup as you eat. While chicken is simmered for hours to give a light yet rich and full bodied flavor to the soup. You can enjoy the soup until the last sip, heartwarming.

Bunji Lounge
100 SoMa St. New York, NY 10028
TEL: 212-699-1100 / www.bunji-lounge.com

\$6.95



hiyashi chuka

Hiyashi chuka is chilled warm noodles served with a sweet and sour sauce and has long been enjoyed as a summer staple in Japan. Sotogaya's version of hiyashi chuka uses carefully selected toppings such as organic egg, BBQ Pork, seaweed, organic cucumber, ginger, sesame, as well as the special homemade sauce crafted for one week to perfect the authentic Japanese taste. Puregan Japanese mustard really adds a kick to it. Cool down and fill up on this Japanese summer noodle dish.

Sotogaya Sotogaya
26 E 52 St. New York, NY 10022
TEL: 212-387-7038 / www.sotogaya.com

**\$8.50 (lunch)
\$10 (dinner)**



salmon skin don

Savory, crispy fried salmon skin and umami flavor of the meat are the features of this popular rice bowl dressed with sauce. The salmon skin and meat are breaded with hot rice and topped with watercress, chopped nori seaweed, dried bonito flakes, salmon roe and cucumber, served with lime. With DHA found in salmon skin activating brain function and essential fatty acid EPA to suppress blood cholesterol, this dish is not only tasty but healthy too. All rice bowls are served with soup.

omiga
23 E. 58th St. New York, NY 10022
TEL: 986-838-9244



\$8.50

katsu curry

The curry trap is prepared through 16 processes every morning and aged for 55 hours to make this version of so-called Kansai-style prefecture curry. All ingredients are mixed into a creamy, thick curry that is mildly spicy, recognized for its taste and addictiveness. With the katsu fried right to order, the result is a crispy batter and juicy pork. They carefully select rice and toppings in the main store and are so popular many customers order extra toppings with more than 100 dishes ordered daily.

\$7.50 (single size)



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TEL: 212-695-2248
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212 W. 36th St., New York, NY 10018
TEL: 212-730-0282
www.go-kochichiyu.com

spicy miso ramen

Despite being a sushi restaurant, their ramen is also secretly popular. The spiciness of the Spicy Miso Ramen comes from Chinese Chili Bean/Black Bean Sauce and it goes perfectly well with the lighter tasting miso. Toppings include house-made chashu, pork, bamboo shoots, seaweed, naruto, fishcake and green onions. While other places usually use soft pork ribs for chashu, a special feature of this chashu is the meatless taste. It is as if it comes from the leg but still carefully and slowly simmered for that melt-in-your-mouth texture.

\$13



SHOJI'S Japanese BI
51 E. 19th St., New York, NY 10003
TEL: 212-673-1230

buta (pork) kimchee

Thick sliced pork and kimchee are steamed together, blending the sweet and spicy kimchee and pork umami flavor perfectly. The amount of sweet, spicy and miso can be custom-ized to your taste. The secret to its delicious flavor is added dole both normally used for rice bowl dishes, which adds a round and mellow taste. Greens, bean sprouts and chives add crispy texture and a drizzle of aromatic sesame oil ties it all to satisfy all your taste senses.

High Golden Ramen
200 Center Ave., Suite J & K, Fort Lee, NJ 07024
TEL: 201-481-6488



\$7.50

beef bowl (gyu-don)

The Japanese dish and grocery stores at hot desk counter serving Gyu-don along US always thick-sliced beef, which is low in fat and calories. Made without chowmei this version uses simple ingredients like onion and beef, topped in a breaded fried kelp and bone broth with no additives for a light taste that is not too salty or sweet.

The menu circulated until 5pm and with the Gyu-don's popularity, it can easily sell out. So stop by early and get a homestyle dish.

\$6.99



Gochiyo
125 E. 4th St., New York, NY 10003 / TEL: 212-752-7388

vegetable ramen

This vegetarian teraki features soup stock made from kelp, seaweed and shiitake mushrooms. Filled with homemade noodles, organic salad, bokchoy (Japanese lungwort), cauliflower, kelp, red cabbage, green onion, and poppable this version uses avocado in place of chashu pork which is simmered in tonkotsu soup stock for the umami flavor. With a smaller summer appetite, the light and refreshing taste accented with lime spicy yuzu paste and sesame oil is fitting for the hot season.

High-Chan Ramen
1911 2nd St., 2nd Fl., New York, NY 10002
TEL: 212-675-7388



\$11

shoyu wonton noodle

The five ramen noodles and wonton combine well together in this soy sauce based soup which is also offered in salt stock flavor. Mixed shrimp and pork are wrapped in a wonton wrapper that easily slides down the throat and is served with bamboo shoots, baked egg, fish cake, non-animated and scallions. The special contrast with a noodle manufacturer ensures fresh noodles are always in stock and they don't use MSG, so you can fully enjoy the taste of every ingredient.

Hot Hot Noodle
212 E. 19th St., New York, NY 10003
TEL: 212-673-1230 / www.hot-hot.com



\$10.50

Let's Cook B-kyu Gourmet Dishes at Home

When cooking at home, we tend to skip complicated preparation steps most of the time. The items introduced here are conveniently developed to realize simple B-kyu gourmet home cooking and are available at major Japanese and Asian grocery stores. Let's incorporate B-kyu gourmet in your cooking repertoire.

Frozen Gyoza Dumplings

Freshly made gyoza dumplings are always sunny, but making them from scratch at home is time consuming. Ajinomoto Oishi Dumpling frozen gyoza dumpling sets allow you to cook restaurant quality gyoza hassle-free. Place the gyoza dumplings on a non-stick pan, add a little bit of water, cover the pan, and in 5 minutes you'll get juicy and crispy gyoza. The gyoza comes in 3 flavors of beef, pork & chicken, chicken, seafood, and vegetable.

AJINOMOTO FROZEN FOODS U.S.A., INC.
www.ajinomoto.com/usaa



Okonomiyaki

The beauty of the okonomiyaki pancake is that you can add an assortment of ingredients as you like. Gyoza Foods Okonomiyaki Katsure Set comes with okonomiyaki rice powder that gives fulfilling, soft powder that makes the batter smoother. Tempura craps that add crunchiness to bite into, and onion-killed sweetest for toppings. All you need is an egg and cabbage, and your choice of ingredients like vegetables, seafood and meat.

Gyoza Foods
www.gyozafoods.com



Tan Tan Men spicy sesame flower ramen



Hotly spicy and hearty Tan Tan Men is so appealing. You might think it a hard to make at home, but it's a piece of cake if you use SUN NOODLE's Tan Tan Men Set which comes with fresh noodles and soup stock concentrate. Boil the fresh noodles for 2 minutes, drain and serve it in the soup stock diluted with hot water. No preservatives added and the soup does not contain animal based ingredients.

SUN NOODLE NEW JERSEY, LLC
www.sunnoodle.com



Nagasaki Crispy Noodle (Gara Udon)



Thick soup with an abundance of vegetables, seafood, and meat are paired with deep-fried noodles. Gara Udon is a local delicacy from the Nagasaki region. Yamanote Bimera Nagasaki Crispy Noodle (Gara Udon) is an amazing set of deep-fried noodles and sauce base powder allowing you to cook the delicious dish. Just mix your favorite vegetables, meat and sauce base to give it plenty of umami flavor. Then pour it over the deliciously thin deep-fried noodles.

Yamanote Bimera (Nagasaki) Food Service, Inc.
www.yamanotebimera.com

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MONO-logue

"Mono" means "thing," "object," or "product" in Japanese, but it also implies that the thing has quality. In this corner, we introduce "mono" that characterize Japan's spirit of constant quality improvement.

Vol. 21 - MONO of the month

Okonomi Sauce by Otafuku Foods

When talking about okonomiyaki, pancake sauce, the first thing that any Japanese thinks of is Okonomi Sauce from Otafuku Foods. Before their Okonomi Sauce was invented, people used to eat okonomiyaki with condiments like Worcestershire sauce or soy sauce, so Okonomi Sauce established the standard of today's okonomiyaki sauce. With its plentiful vegetables and fruit blended with about 70 types of spices and characterized by a rich sweet and sour flavor, Okonomi Sauce has been a constant best seller for about 60 years since first appearing in 1952.

In 1922, Otafuku Foods was established in Hiroshima as Sasaki Shoten, a wholesaler and retail store of sake and soy sauce, catering customized products to their clientele. Taking advantage of their experience, in 1938 they began vinegar production. However, in 1945 stores and houses were all destroyed when the atomic bomb was dropped on Hiroshima. At the time, people in Japan were all looking toward post-war reconstruction, and Sasaki Shoten was not an exception. In 1948, they launched a sake brewery and reopened their vinegar brewing business. Then in 1949, with the "advent of the Western style food era," they began to tackle the production of Worcestershire sauce. After only around one year, they started selling "Otafuku Worcestershire sauce."

However, Sasaki Shoten was a latecomer to the sauce industry, and unfortunately it was hard for them to achieve a solid share in the market. To find a breakthrough, they began paying visits to food stalls and restaurants to allow their taste to be sampled directly, and some of the places they went to were okonomiyaki restaurants. During their visit, they learned that proprietors in okonomiyaki

houses had struggled to solve the problem of their Worcestershire sauce that did not stay well on okonomiyaki, dripping down the iron plate and evaporating very easily. With this, Sasaki Shoten began developing new sauce that would top well on okonomiyaki. Through trial and error, they adjusted the taste and thickness and finally Okonomi Sauce was born in 1952.

The Okonomiyaki Sauce's greatest feature is its thickness. When making Worcestershire sauce, the pulp (fiber) from the vegetables and fruit and powder from the spices settle out. These sediments, which were usually discarded, contain an abundance of nutrients and is a good source of rich flavor. To maximize the benefits of the sediments and to create thick sauce, they incorporated the cooking technique of *anoko* (a thick starchy sauce made of flour) into their recipe. They experimented over and over and finally in 1952 they succeeded in creating a sauce that stays on top of the okonomiyaki pancake without dripping on the pan.

Today, Otafuku Foods sells a multitude of Okonomi Sauce in Japan like the "mild-colored," "spicy" and "hot-friendly" versions. In the U.S. they only sell one standard flavor of Okonomi Sauce, but the sauce can be used in many kinds of cuisines and is versatile in cooking methods such as stir-frying, grilling and even being used as a hidden flavor in pasta sauce.

Otafuku Foods, Inc.
377 Van Ness Ave. #1208
San Francisco, CA 94107
TEL: 313-752-6330
www.otafukufoods.com



Otafuku's Okonomi Sauce is made from an abundance of fruits and vegetables like tomatoes, onions, carrots, apples, peaches, avocados and dates, and contains a well-balanced flavor. Its calcium-rich ingredients content has been reduced over the years in accordance with dietary habits change.



Otafuku's Okonomi Sauce is Otafuku Foods' secret recipe. It's a blend of various ingredients like tomatoes, onions, apples, peaches, avocados, and dates, as well as okonomiyaki and taiko-style powder.



The "Tides Bottle" is specially made to protect sauce quality composed of multi-layered plastic. The outer material has great gas barrier properties and prevents air from entering. Using technology in designing their packaging, they improve product preservation.

Enjoy Okonomiyaki in Your Home!



Just mix it, fry it,
and add sauce!
All you need is
cabbage and egg!

For even more authentic flavor,
try adding ground pork, seafood or scallions!

Check the recipe:
www.otafukufoods.com



Otafuku Foods, Inc.
TEL: 510-787-8000 / www.otafukufoods.com



Sake & Ethnic Foods Nanbu Bijin, The NY Style

By Chizuko Nakano-Herlin
Nakano-ethnifuku.com/Herlin A Founder of Sake Discoveries, LLC

If you think sake can only be enjoyed with Japanese food, that's totally a misconception. It goes surprisingly well with a variety of cuisines from all over the world. Try Nanbu Bijin Taketoku Juwaku with street vendor foods like kani, chicken over rice, and pot stickers! It even complements party foods like pizza, Buffalo chicken wings, sushi & chips. Pairing options for Nanbu Bijin Taketoku Juwaku are infinite at this ethnic New York melting pot.

Nanbu Bijin Brewery
Oiwake, Japan
Phone: 011-81-264-2444

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True Local Sake to Encourage Morale in Fukushima

YUMEGOKORO SAKE BREWERY CO., LTD



Crafted in Fukushima Prefecture's Kitakata City at Yumegokoro Sake Brewery, **MARAMAN** ranked among the top sakes in last year's Chopsticks NY Blind Tasting Contest, proving it is not only recognized just in Japan but NY as well. Since 1877, their motto has been to *ATEMO* "To contribute to society by brewing a sake that can be enjoyed anytime, for those seeking a sake to relax and feel at ease." They brew sake with locally grown sake rice, local mountain stream water and Fukushima Prefecture developed "Utahakushima Yume" sake

yeast, aiming for a true Kitakata local sake.

Because Kitakata is located in the western part of Fukushima Prefecture, in the Aizu Basin, the summers are hot and the winters are snowy, great for producing high-quality sake rice. For their junmai class sake, the brewery uses "Bokyukimangoku" rice from local contract farmers, cultivated using low pesticides. The Bokyukimangoku rice tends to produce sake that has a moderate ester with a distinctive umami flavor of the rice, which is enjoyed at any temperature from chilled to hot.

Two kinds of Yumegokoro sake are available in NY: **MARAMAN Junmai Musoko Bin** Here and **MARAMAN Junmai Namazoko Bin** Here. The former is full-bodied with umami flavor and a sharp aftertaste, and it has a taste profile that makes you want to drink one after another. On the other hand, the latter has a light aftertaste, like champagne, it can be enjoyed as an aperitif. It is a seasonal, fresh sake shipped in March and December.

Last year Fukushima Prefecture was the area of the earthquake, tsunami and nuclear power plant disaster but Kitakata city is located inland, so it didn't receive much damage. To boost morale of all of Fukushima's companies and the whole of Fukushima, the brewery staff members make an effort in exploring Fukushima's true condition today through sake events. In NY, they will hold a pairing event at **Wines 1181 E 4th St. NYC** on June 1. Why not take advantage of this opportunity to enjoy **MARAMAN**.



Yumegokoro Sake Brewery Co., Ltd
2002 Kita-Machi, Kitakata,
Fukushima, JAPAN 985-0072
TEL: +81-941-99-7008
www.yumegokoro.com

3 things you should know about Yumegokoro Sake Brewery

NARAMAN is Malicious

Since 2010 **MARAMAN** has been reported in the Republic of Maldives. Maldives is a country that prohibits alcohol on direct flights are done with luxury catamaran hotel "One&Only Maafushi Maldives". The staff in charge of the hotel's entertaining, he promotes sake and **MARAMAN** and also has been a number of brands. Now on the southern island there **MARAMAN** sales are appreciated by the world's celebrities.



State-of-the-Art Facilities

In order to provide the same quality of sake constantly, Yumegokoro Sake Brewery partially employs mechanization to do business as well as to do all the work. Things such as temperature control at night, pouring steamed rice, rinsing rice, rice steaming rice can done through mechanization. In this way farmers can maximally focus more on areas where their experience can come to play. The small bar led in customer price setting in lowest competition.



Yumegokoro's Quality Sake

The brewery uses Kitakata's Gohakimangoku rice to brew sake, aiming to craft true local sake. Namely, it sake appreciation controls the sales along Fukushima's rice on highly priced, but Yumegokoro's brewery's slogan is "being Gohakimangoku rice was a gift sword is the national sake appreciation contest for three decades here you is."



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CRUNCH FRENCH TOAST

(INGREDIENTS)

- ☐ 5 slices dry white bread, cut into halves
- ☐ 2 eggs, beaten
- ☐ 2/3 cup Pearl Creamy Vanilla Organic Soybean Paste
- ☐ 1 cup Kikkoman Panko Bread Crumbs
- ☐ 1 tablespoon ground cinnamon, divided
- ☐ Vegetable oil
- ☐ Butter or margarine

(INSTRUCTION)

- ① Beat eggs together with soybean paste, add 1/2 tablespoon of cinnamon in a shallow bowl or pie pan. Place Panko in a separate bowl, add remaining 1/2 tablespoon of cinnamon, toss to combine. Heat butter in an electric skillet set to 350°
- ② Dip bread slices into egg mixture, quickly coating both sides.
- ③ Coat the bread with Panko and place on skillet and cook 3 to 4 minutes on each side, or until golden brown.
- ④ Serve warm with syrup.



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TATENOKAWA 50: A Daiginjo To Enjoy Warm

Kasadele is an *izakaya* in Alphabet City that opened in 2003, offering Nagoya style Japanese comfort food, and a wide selection of sake. The establishment has just welcomed a new member to their sake family, TATENOKAWA 50, and is dedicating the month of May to pairing meals with TATENOKAWA. We asked owner, Ms. Azuki Yamashita what allured her to this newly released sake.



been enjoyed here, so I want to educate New Yorkers on how to drink sake hot. The TATENOKAWA line is interesting in that it changes character dramatically with temperature, and that TATENOKAWA 50, although it is a daiginjo, is a kind of sake that can be enjoyed warm. So it fits nicely into what we have planned for our future.

How would you describe TATENOKAWA?

I think that TATENOKAWA 50 is a very interesting daiginjo. Daiginjo has a tendency to be very fragrant, it can be too much after the first glass, especially when you are having it with food. Although this one has the fruitiness of white grapes, it also has the milky, dairy taste of nigori as well as a very clean finish that goes with food very well.

What would you pair TATENOKAWA 50 with from your menu?

The delicate taste of TATENOKAWA 50, I think goes especially well with white fish. The fruitiness as well as the milky-nova of the sake also makes it go really well with sweet and spicy flavors that incorporate fruit sauces and flavored salts. The clean finish goes well with oily dishes too, so I would pair the sake with our *sashimi* (*sea buns*) tempura with mango sauce, as well as potato and cheese tempura with yuzu and green tea salts. It would also go well with our

signature Nagoya style, sweet and tangy fried crispy chicken wings, a very popular dish here.

What's the best way to enjoy it?

I think I like my TATENOKAWA 50 slightly warm. In general this is a sake that is better not too chilled because you really want its aroma to come forward. I would use a wide rounded glass rather than a tall slender one, again, to optimize the aroma.



Both inside tempura with mango sauce, and potato & cheese tempura with homemade yuzu and green tea salts harmonize perfectly with TATENOKAWA 50.

Kasadele

647 E. 18th St., 6th Avenue Q
New York NY 10003
TEL: 212-777-1582
www.kasadele.com

TATENOKAWA, Inc.

27 Yamanote, Sakata-shi
Yamagata, JAPAN 999-6724
contact@tatenokawa.jp
www.tatenokawa.jp

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www.nytc.com

What made you choose TATENOKAWA 50 to add to your sake list?

I love the entire TATENOKAWA line but the reason I decided to add the TATENOKAWA 50 specifically to our list was because the 50 has the best cost performance for our style of restaurant, and because I really thought it went well with the concept as well as the cuisine here. One of the things I will be doing this summer is *kani* (warm to hot sake) because hot sake has



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LET'S COOK A WESTERN DISH WITH JAPANESE INGREDIENTS



Uni Risotto

Ingredients (Serves 2 people)

1. Ayu Fish Sauce – (As needed)
2. Uni – (1/4 of tray)
3. Homare Rice (Cooked with 10% less water) – two bowls of rice
4. Unsalted butter – ¼ cup
5. Shallots – 2 whole pcs
6. Half and half milk – 100 ml
7. Olive oil

Cooking Instructions

1. Cook shallots in butter and olive oil until golden brown
2. Mix and break up uni into shallots sauce
3. Add cooked Homare Rice to the pot
4. Add half and half milk
5. Add Ayu Fish Sauce as needed
6. Simmer for 2 minutes and set aside before serving

Key Point

Use cooked rice that has been prepared with 10% less water than usual.



Homare Rice

Homare Rice is the premium Koshihikari rice from California. It is a short grain rice, which is ideal for everyday use. It's sweet, shiny, and has good texture.



Uni (Sea Urchin)

Uni is a highly prized sushi ingredient. As a matter of fact, U.S. caught uni are being exported and highly valued in Japan. They are mostly harvested in New England and California. The one from New England is known as "Blacks Uni" in Japanese and the one from California is known as "Murasaki Uni."

Ayu Fish Sauce

Ayu, Japanese "sweet fish," are small, seasonal fish from Southern Japan that are prized for their flesh, which has a sweet, mild flavor and aroma of melons. Maruhara & Co., a producer of high-end soy sauce, recently joined forces with a local ayu fish farm and created a remarkable fish sauce using broken fish that were unsuitable for shipping.



*All the ingredients are available at Mitsuo Marketplace, Edgewater, NJ



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11/20/11 2011

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 110 1st Ave. (1st & Ave.)

East Village **Gyo-Ki-Ru**
 30 Canal St. (Canal & Ave.)
 30 Canal St. (Canal & Ave.)

East Village **Hakata**
 210 1st Ave. (1st & Ave.)
 210 1st Ave. (1st & Ave.)

East Village **IPUDU NY**
 30 1st Ave. (1st & Ave.)
 30 1st Ave. (1st & Ave.)

East Village **IRON Sushi**
 210 1st Ave. (1st & Ave.)
 210 1st Ave. (1st & Ave.)

East Village **Japanese**
 100 1st Ave. (1st & Ave.)
 100 1st Ave. (1st & Ave.)

East Village **JEWEL BAKED**
 210 1st Ave. (1st & Ave.)
 210 1st Ave. (1st & Ave.)

East Village **Kaytara**
 410 1st Ave. (1st & Ave.)
 410 1st Ave. (1st & Ave.)

East Village **Kando Korean House**
 30 1st Ave. (1st & Ave.)
 30 1st Ave. (1st & Ave.)

East Village **Kanji Den**
 30 1st Ave. (1st & Ave.)
 30 1st Ave. (1st & Ave.)

East Village **KASADELA**
 210 1st Ave. (1st & Ave.)
 210 1st Ave. (1st & Ave.)

East Village **Kanaka**
 210 1st Ave. (1st & Ave.)
 210 1st Ave. (1st & Ave.)

East Village **Katana**
 210 1st Ave. (1st & Ave.)
 210 1st Ave. (1st & Ave.)

East Village **Kyo-Ye**
 210 1st Ave. (1st & Ave.)
 210 1st Ave. (1st & Ave.)

East Village **May's Place Sushi**
 210 1st Ave. (1st & Ave.)
 210 1st Ave. (1st & Ave.)

East Village Madras Bar

210 1st Ave. (1st & Ave.)
 210 1st Ave. (1st & Ave.)

East Village **MINCA**
 210 1st Ave. (1st & Ave.)
 210 1st Ave. (1st & Ave.)

East Village **Misaya**
 210 1st Ave. (1st & Ave.)
 210 1st Ave. (1st & Ave.)

East Village **Nakos**
 210 1st Ave. (1st & Ave.)
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East Village **Noodle Cafe Zen**
 210 1st Ave. (1st & Ave.)
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East Village **Off The Hook**
 210 1st Ave. (1st & Ave.)
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East Village **Ono**
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Flavors from the Rooftop of the World

HIMALAYAN YAK

Tucked away in Jackson Heights is a South Asian restaurant that has made Queens a destination for many out-of-state visitors, taking customers on an exotic tour the minute they step inside the South Asian space. Himalayan Yak is the name of the joint, serving Nepalese, Himalayan, Tibetan, and Indian home-cooked dishes and has been Michelin recommended for two years in a row.

"Nepalese food is best explained as a combination of Indian and Mongolian food due to its geological location, but we use a lot of yak meat because cows are sacred. The cuisine has many styles depending on the region," explains manager Jimmy Durug. Their signature dish includes *Semeybeyee*, a traditional Moseri snack platter from the Kathmandu region, as well as *Pong Shu*, the ramen noodles of Himalayan cuisine. Popular appetizers include *Momo* (Tibetan style dumpling), and *Gyuma* (Tibetan blood sausage). Whatever you order, the quality of the food is exceptional and very reasonably priced. They are also vegetarian friendly as well so no one gets left behind.

The nightly live music featuring a well-known band from Nepal, and the South Asian drinks at the bar like the Khaskin Rum, and Tibetan barley wine, known as *chaga wine*, add to the exotic adventure, making it hard to remember you are still in NY.

Himalayan Yak 1212 1st Avenue, Jackson Heights, NY 11372
TEL: 718-775-1118 / www.himalayanyakrestaurant.com
Mon-Thurs 10 pm-11 pm, Fri-Sun 12 pm-Midnight



► Momo (Tibetan style dumplings) is a national dish

◀ *Semeybeyee* (left) is a Nepalese snack platter including salad, pickles, fried vegetables, lentils, rice, sautéed goat intestines and spicy chicken, mutton and potato together. *Pongshu* (right) is a Himalayan comfort food platter with homemade noodles, yak butter, spicy vegetables, dried meat, crushed golden and gyoza.



◀ *Momos* with *gyoza*, *gyoza*, and *chaga wine* (left). *Chaga wine* is one of the most popular beverages in the restaurant.



15% off for dine in customers who bring this article.

Coming Up / CHOPSTICKS NY

June Issue (Published on 5/25/2012)



Special Edition

The June issue of Chopsticks NY will be the Asia Special Edition. It is the only issue of the year in which Chopsticks NY highlights an all-Asian theme, allowing readers to take a closer look at Asian countries. By highlighting the individuality and uniqueness of each country in the editorial, the issue will provide a new perspective that will foster interest in the region. Please take advantage of this opportunity to promote your business with an advertisement in Chopsticks NY.

For further inquiries or to request materials please call or email.

TEL: 1-800-535-6863 / 212-431-9970 adsales@chopsticksny.com

[Deadline] Display Ad 5/10/12 (Thu)



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Let's Eat tRe Season ~Burdock Root [Summer Crop]~

Summer crop burdock root is being introduced to the market now. It is soft in texture and has a more refreshing aroma than its winter counterpart. Minsko-sensai takes advantage of the features of the summer crop burdock root, to make Beef Roll with Burdock Root, a standard dish in Japan. The earthy flavor of burdock root goes very well with beef, and it's accentuated with a soy

sauce based, sweet glaze in this dish. It can be either a main dish or an appetizer, but it's also good for a bento box. Rich in fiber, minerals, Vitamin B and E, burdock root has a laxative effect as well as helps purify the body and eliminate toxins or waste (like in the kidneys, liver, colon, etc) and improve overall health. Enjoy the tasty natural remedy of burdock root.

[INGREDIENTS] (for 2 people)

- 10 inch long burdock root
- 4-8 slices thinly sliced beef
- (beef for "sukiyaki" works the best)
- 1-2 tbsp sesame oil
- 2 tbsp soy sauce
- 2 tbsp mirin
- 2 tbsp sake

[DIRECTIONS]

1. Under running water, roughly rub off the skin of burdock rather using the back of a knife or brush. (Don't take off all the skin since it is packed with flavor)
2. Cut the root lengthwise in quarters and then cut into 2-inch sticks. Let them soak in water for a few minutes.
3. Blanch the burdock root for 5 minutes, drain and let cool down.
4. Spread beef slices out and place a few burdock roots on one side.
5. Roll the beef tightly keeping the roots side down.
6. Heat the pan and pour in some sesame oil to coat the bottom. Place the rolled beef across side down.
7. After a grill mark is formed, rotate and sear all sides.
8. Add soy sauce, mirin and sake into the pan and let them cook together until all the liquid is gone.
9. Cut the beef roll in half diagonally and serve.



Featured Ingredient: Mirin

Mirin is one of the most important seasonings in Japanese cooking. It contains 40-50% sugar and about 14% alcohol and is good for glazing, adding sweetness and preventing ingredients from crumbling while simmering. Due to the amount of alcohol content, mirin is sold in stores with a liquor license. However, there are several similar types of seasonings that are sold at regular grocery stores without a license. Such products include "mirin style seasoning" that contains less than 1% alcohol and is sweetened with starch syrup and other ingredients.



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LIFESTYLE

BEAUTY INTERVIEW

Ms. Maki Iijima
of Cocoro Salon

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A Space For Total Beauty

Beauty Interview: Ms. Mako Ejima of Cocoro Salon

What is unique about your salon?

We are unique in that we have three owners who each have their own specialty, including a massage therapist, hair and make-up stylist, and colorist, so that we can offer a space dedicated to total beauty. We provide everything from various styles of massages to haircuts and manicures, as well as combination menus. But perhaps our most featured service is the photo service we offer in collaboration with a "life style" photographer, Caroline Widomah Rivers, who captures our customer's once-in-a-lifetime moments such as weddings, baby showers and birthdays, with her original, natural yet graceful style in an album that will prove to become a lifetime keepsake. We like to think that we provide a space and services that allow our customers to become the heroes of their own day to celebrate themselves.

What are some of the important aspects of your job?

To be in the know of what's new in fashion is very important in this business, so we always try to keep our eyes out towards the world for new trends. Right now, the newest thing is hair frizzles that we offer in various colors, starting at \$3 a strand.

Please share the things you do to maintain your beauty and health

I like to do yoga and meditate frequently. I've noticed meditation has made a huge difference with how I handle daily stress. It's very important to give your body a chance to heal from within not only so that you feel great inside out, but so you can take on life with renewed energy and give yourself a chance to live up to your potential.



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Face Therapy has become a hot topic in the Japanese media, and has become incredibly popular in Japan.

see the website for details

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The following is a list of shops where you can buy Japanese goods, services and art.
 * Catalog available at www.chopsticksny.com
 * * Catalogs may also be able to pick up

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175 York St. 3rd Fl. N.Y.C. 10013
212-463-4545 Clothing

Upper East **Sango Accessories**
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Chelsea **Janko Yoshiko**
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Chelsea **Shade's New York***
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J-POP CULTURE

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100 Prince St. 1000-11 Wood St. 1000-11	100 Prince St. 1000-11 Wood St. 1000-11	Pennsylvania

Online	Walton New York	
100 Prince St. 1000-11 Wood St. 1000-11	100 Prince St. 1000-11 Wood St. 1000-11	Online

GALLERY

Upper West	Gallery Seika	
100 Prince St. 1000-11 Wood St. 1000-11	100 Prince St. 1000-11 Wood St. 1000-11	Upper West
Chelsea	Asian Art Gallery	
100 Prince St. 1000-11 Wood St. 1000-11	100 Prince St. 1000-11 Wood St. 1000-11	Chelsea
Chelsea	Ippodo	
100 Prince St. 1000-11 Wood St. 1000-11	100 Prince St. 1000-11 Wood St. 1000-11	Chelsea
Chelsea	NICO Gallery*	
100 Prince St. 1000-11 Wood St. 1000-11	100 Prince St. 1000-11 Wood St. 1000-11	Chelsea
Chelsea	Sanki Gallery	
100 Prince St. 1000-11 Wood St. 1000-11	100 Prince St. 1000-11 Wood St. 1000-11	Chelsea
Chelsea	Po'Ka	
100 Prince St. 1000-11 Wood St. 1000-11	100 Prince St. 1000-11 Wood St. 1000-11	Chelsea
Lower East	Asian American Arts Ctr	
100 Prince St. 1000-11 Wood St. 1000-11	100 Prince St. 1000-11 Wood St. 1000-11	Lower East
Lower East	galerie eastwestpacific	
100 Prince St. 1000-11 Wood St. 1000-11	100 Prince St. 1000-11 Wood St. 1000-11	Lower East
Chelsea	Galerie Geo	
100 Prince St. 1000-11 Wood St. 1000-11	100 Prince St. 1000-11 Wood St. 1000-11	Chelsea

OTHER

	Absolute Power® 8. Followers expect more than news and information; they want and expect high quality content in all formats. 10/20/2015 The New York Times	
From our website, we can find out the right meaning for absolute power. It is a word. It is a word.		
10/20/2015 The New York Times 10/20/2015 The New York Times	10/20/2015 The New York Times 10/20/2015 The New York Times	Other 10/20/2015 The New York Times

Midtown East	Yoko Shop N.Y.	
100 Prince St. 1000-11 Wood St. 1000-11	100 Prince St. 1000-11 Wood St. 1000-11	Midtown East

Midtown East	Tony May	
100 Prince St. 1000-11 Wood St. 1000-11	100 Prince St. 1000-11 Wood St. 1000-11	Midtown East

Lower East	The Warehouse Tea Room	
100 Prince St. 1000-11 Wood St. 1000-11	100 Prince St. 1000-11 Wood St. 1000-11	Lower East

Online	Herbivore	
100 Prince St. 1000-11 Wood St. 1000-11	100 Prince St. 1000-11 Wood St. 1000-11	Online

Online	LUPINA Fresh Tea	
100 Prince St. 1000-11 Wood St. 1000-11	100 Prince St. 1000-11 Wood St. 1000-11	Online

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212-251-1240



School Guide

The following is a list of schools where you can learn Japanese culture.

- Classes available at www.chopsticksnyc.com
- Chapters NY available to go to

LANGUAGE

Upper West **Yam Tzu Sui**

251 Southern Blvd. (near 146th Ave.) **Japanese**

Midtown West **NY Japanese Language**

213 W. 24th St. (NYC Bus 70-79 Ave.) **Japanese**
98-99-017

Midtown West **The Nippon Club, INC**

All Japanese Language Classes focus on the use of Japanese in the workplace and in personal settings that emphasize Japanese culture. Participants are encouraged to interact with staff who are fluent in Japanese and who can help with any questions. Classes are held on Wednesdays from 7:00 to 8:30 PM. **Japanese**
123 W. 24th St. (NYC Bus 70-79 Ave.)
123-4567-8901 www.nipponclub.com

Midtown East **Amy Language Institute***

101 E. 48th St. (near Lexington Ave.) **Japanese**

Midtown East **Hills Learning**

Hills Learning is a 501(c)(3) nonprofit organization that provides Japanese language classes for Japanese and non-Japanese students. The classes are held on Wednesdays from 7:00 to 8:30 PM. **Japanese**
123 W. 24th St. (NYC Bus 70-79 Ave.)
123-4567-8901 www.hillslearning.com

Midtown East **Sam Language Institute, Inc.***

300 Lexington Ave. (near 42nd St.) **Japanese**

Midtown East **Japan Society**

333 4th Ave. (near 14th St.) **Japanese**

Midtown East **Language House**

111 E. 42nd St. (near 4th Ave.) **Japanese**

Midtown East **PC Book***

217 Madison Ave. (near 42nd St.) **Japanese**

Midtown East **Renewal New York**

201 E. 42nd St. (near 4th Ave.) **Japanese**

Midtown East **BYJ USA Culture Class**

300 Lexington Ave. (near 42nd St.) **Japanese**

Midtown East **ABC Language Exchange***

101 E. 48th St. (near Lexington Ave.) **Japanese**

East Village **NYCHA**

NYCHA provides Japanese language classes for Japanese and non-Japanese students. The classes are held on Wednesdays from 7:00 to 8:30 PM. **Japanese**
123 W. 24th St. (NYC Bus 70-79 Ave.)
123-4567-8901 www.nycha.com

Chelsea **Tony***

200 W. 14th St. (near 6th Ave.) **Japanese**

Midtown East **Kan Academy of New York**

Kan Academy of New York is a 501(c)(3) nonprofit organization that provides Japanese language classes for Japanese and non-Japanese students. The classes are held on Wednesdays from 7:00 to 8:30 PM. **Japanese**
123 W. 24th St. (NYC Bus 70-79 Ave.)
123-4567-8901 www.kanacademy.com

Midtown East **Japanese Study Hall**

101 E. 48th St. (near Lexington Ave.) **Japanese**

Midtown East **Japanese Study Hall**

101 E. 48th St. (near Lexington Ave.) **Japanese**
123 W. 24th St. (NYC Bus 70-79 Ave.)
123-4567-8901 www.japanesestudyhall.com

Midtown East **Japanese Study Hall**

101 E. 48th St. (near Lexington Ave.) **Japanese**

TRADITIONAL

Upper West **Seikido Shido**

Seikido Shido is a 501(c)(3) nonprofit organization that provides Japanese language classes for Japanese and non-Japanese students. The classes are held on Wednesdays from 7:00 to 8:30 PM. **Japanese**
123 W. 24th St. (NYC Bus 70-79 Ave.)
123-4567-8901 www.seikidoshido.com

Upper East **Unesco Charter City**

101 E. 48th St. (near Lexington Ave.) **Japanese**

Midtown East **Elle's NY Food Design**

101 E. 48th St. (near Lexington Ave.) **Japanese**

Midtown East **W.L. Tiger Restaurant***

W.L. Tiger Restaurant is a 501(c)(3) nonprofit organization that provides Japanese language classes for Japanese and non-Japanese students. The classes are held on Wednesdays from 7:00 to 8:30 PM. **Japanese**
123 W. 24th St. (NYC Bus 70-79 Ave.)
123-4567-8901 www.wltiger.com

Midtown East **NIHONWASU USA**

101 E. 48th St. (near Lexington Ave.) **Japanese**

Midtown East **The Nippon Club**

101 E. 48th St. (near Lexington Ave.) **Japanese**

Midtown East **Lotus Books and Gifts**

101 E. 48th St. (near Lexington Ave.) **Japanese**

Chelsea **Japanese Room New York**

101 E. 48th St. (near Lexington Ave.) **Japanese**

Chelsea **Kanako House**

101 E. 48th St. (near Lexington Ave.) **Japanese**

JAPAN POP QUIZ

During the tokidoki period when Japan limited any trade with foreign countries, there was only one harbor that remained open to foreign ships, which harbor was it?

- Yokohama
- Kobe
- Nagasaki
- Hiroshima

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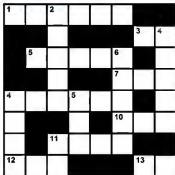
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[illegible]



Japanese CROSSWORD

Across

- The Winter Olympics in 1998 took place in _____
- J-pop idol group, ____ B'z
- Legendary anime title in 1989, now in development to be a Hollywood live action movie
- Buddhist based philosophy widespread in Asian countries
- Distilled alcohol drink enjoyed in Japan
- The Oscar nominee, _____ Watanabe
- Japanese word for "tea" and "paper"
- Plant used as the Tokugawa clan's family crest
- Referring to a person who is unable to assess the atmosphere of a situation or conversation

Down

- Japanese word for "school"
- Japanese word for "university"
- Red bean paste made from _____
- Five beans are called _____ mame
- Tea
- "Da" or "Chi" energy in Japanese



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Join Friends Academy Summer School Programs!

Friends Academy of JCS has been providing regularly scheduled classes for children of all ages studying to learn Japanese at all levels since 1997. We are trying our best to teach children who want to be bilingual and people who are interested in Japanese language and culture.

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Operation for Friends Summer School:
5/25 (Fri) Open at Friends Academy of JCS



For more details, please e-mail:

Friends Academy of Japanese Children's Society
242 East 43rd Avenue, 8th Floor New York, NY 10017

Tel: 212-735-8535 E-mail: friends.ny@usa11@gmail.com

Web: www.japaneschool.org

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www.chopsticksnny.com/forum.php

Intangible Assets That Drive Japan Forward

Over a century ago, the Impressionists and Art Nouveau artists avidly incorporated Japanese arts into their own style. It was about 30 years ago when Ridley Scott took visual references from Japanese cityscape to create the futuristic towns in *Blade Runner* (1982). Most people might consider Japan, mostly an exporter of automobiles and home electronics, but it's a country that has much more intangible cultural resources to share. In this new article feature, from traditional art, pop art, fashion, architecture, design, anime, manga and movies to cosplay, we will introduce cultural trends that are somewhat obscure to non-Japanese. This issue discusses "Cool Japan", a governmental project to promote Japan's unique assets to the world.

What is the "Cool Japan" Strategy?

The term "cool Japan" in general refers to products and subjects that are recognized as "cool." But what we specifically talk about here is the project facilitated by Japan's Ministry of Economy, Trade and Industry (METI). In 2011, the METI inaugurated a committee in hopes of promoting creative industries and revivifying the Japanese economy by taking advantage of Japan's cool assets including fashion, food culture, traditional and pop cultures, design architecture, and aesthetic sense. Under the supervision of the panel formed by public and private entities, the project motivates the industries and supports them to promote their products. In New York, as part of the Cool Japan promotional activities, two exhibitions were already held, *Future Tradition WAO* exhibition of Japanese crafts and collaborative artworks of the world's top designers and artists, and

JAPAN NEXT EXHIBITION of Fine Arts exhibition of artworks made by 10 Living National Treasures.

JAPAN NEXT

JAPAN NEXT EXHIBITION of Fine Arts held at the Museum of Arts and Design at the end of March was one of events under JAPAN NEXT campaign. The campaign was designed to show appreciation to the world that supported Japan after the disaster in 2011 as well as showcase Japan's recovery through introduction of "Cool Japan" in 18 countries all over the world. For New York, traditional craftsworks and arts were exhibited and demonstrated. "NEXT" in the title also connects Japan's strong will to move on to the next stage. Mr. Osamu Hashino, Deputy Counselor of Intellectual Property Strategy Headquarters of the Cabinet Secretariat explained at the opening event, "We intentionally selected the masterpieces that incorporate new twists into conventional styles and techniques that were handed down for centuries."

Whether they are traditional crafts or futuristic robots, minimalist costume or glamorous street fashion, stylish arts or imaginative manga, Japanese culture is an expansive vehicle that drives the country forward.

The events and activities organized under the Cool Japan Strategy are updated online. Check out Cool Japan Daily website: <http://cooljapandaily.jp/>



JAPAN NEXT

JAPAN NEXT logo selected through an open competition was created by world-renowned graphic designer/art director Shinpei Sato, best known in the U.S. for his UNOCL logo on design and art direction.



Exhibition decoration by Toshihiro Tsubota, first headmaster of Chuo Style Institute, at the opening event of the JAPAN NEXT EXHIBITION of Fine Arts. While equity following the traditional rules of ikebana flower arrangement of tea ritual, he incorporates non-japanese, unconventional plants into the arrangement.



Traditional yet modern. Tray of yellow wood with red lacquer finish by Akira Miyazawa.

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BENTO: HEALTHY, ECONOMICAL AND ECO-FRIENDLY



Today, the Japanese term "bento" is widely used in the U.S. Referring to a Japanese lunch box, bento has several unique features. Since bento contains a variety of small portion dishes, it is well balanced in nutrition. Often using leftovers from the day before, it reduces waste and ultimately is economical. The boxes are also environment-friendly, as they can be reused over and over again. Healthy, economical, and environment-friendly, bento fits the modern day of life. To help you start a bento life, here we will introduce some basic tips for success.

Very first step

Carefully choose a box that fits your lifestyle. If you are a big eater, the box should be big and a box with separate containers is more convenient. If you always carry a small bag, the box also has to be slim, too. There are many kinds of boxes available. (Shops are listed below)

Tips for Food Preparation

Strong flavors/seasonings are better

So as to not change the flavor even with passing time, use a little stronger seasoning than usual.

Use seasonings and spices to prevent bento from cooling.

Seasonings and spices like anise (pickled plum), wasabi, ginger, lemon and vinegar make it less likely for the bento to spoil. Mixing the rice with pickled plum also prevents spoiling.

Use dishes with less juices and oils

When packing boiled and simmered dishes, remove the liquids and juices as much as possible. Fried dishes made with butter like tempura can become soggy, so more trans fat butter (like in kaniage/fried chicken) is better for bento.

Tips for Packing the Bento

Pack into dishes when cooled

After cooling down dishes, leave the lid off to remove any residual heat and once all heat has properly dissipated, close bento tightly with the lid. If you

close the lid of your bento with dishes and rice still hot, it will cause moisture to build up inside as they cool down and ruin the food.

Properly divide dishes, making sure to leave no gaps

As the bento is something that you carry around and transport, you may be surprised when opening up the lid. What you packed in the morning can look completely different, but this can be prevented. Try to tightly pack dishes without leaving any gaps. When packing different types of dishes, to not lose or mix the flavors, partition them using an aluminum cup. To prevent the flow of acids and liquids with things like fruit, or dishes with strong acids, wrap them separately with plastic wrap.



Pack additional seasonings separately

Putting sauces and mayonnaise on top of dishes will only make a mess and probably get on the lid. Also, because some time passes before eating the bento, the sauce on the dishes will cause them to get soggy. Putting sauces and mayonnaise in small, separate containers or an aluminum cup is best.

Places you can find bento boxes

Family Market 225 W Broadway Ave. #1, NY 10014-2024
Japanese Grocery Center 211 3rd Ave. NYC 10010-3003
Kushikago Restaurant 1870 Avenue of the Americas, NYC
718-681-1765
Kitty's Kake Hifi Room 32, NYC 10014-2525
Savvy 687 Waver St., NYC 10014-3202

Mits. New York 605 5th Ave. NY, Edgewater NJ 10014-1046
Midtown 181 M St. St. Brooklyn NY 11211-4070
Mits. 10014-1001 (Brooklyn) 10014-1001
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Bento Mart 10014-1001

Online shops

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Travel Big for Northern Nature

Unlike dense Japanese cities, Hokkaido is a destination for pure outdoor adventure. Not only having an abundance of world-class powder snow for skiing and snowboarding, Hokkaido—the northernmost island of the Japanese archipelago—offers more for warm-weather seekers. While the rest of the country heads toward the rainy season that consequently brings high humidity in summer, Hokkaido's location is unaffected, and summer is comfortable with dry weather throughout spring and summer. Having amnesia open space, Hokkaido becomes a large nature and adventure playground.

The prolonged winter pushes spring back, and as a consequence Hokkaido is the place to go for late cherry blossoms. As Japan's iconic cherry blossom season—snaps up the country from south to north—it reaches Hokkaido in May. At the southernmost point in Hokkaido, Mutsuura Park starts the floral season with about 10,000 cherry trees that blossom one after another in early May. Gengokoku Park, in the hazy port city Hakodate, welcomes spring with 1,200 cherry blossom trees as well. The same ephemeral beauty is celebrated along with Hokkaido's unique open landscape.

The flower season continues an after the cherry blossoms. Central Hokkaido is an open plain with a panoramic view of Mt. Gairitsu National Park over the horizon, whose name literally means great snow

mountain. The area's fertile and flat lands are some of Japan's largest agricultural regions, and flower farming is particularly abundant. In spring, the plains in Ika-Furano and Asahikawa turn into colorful patchworks of flowers in yellow, pink, red, white, purple and different tones of green. The colorful rolling hills is one of the most picturesque places in Japan with sunny blue skies that add more contrast to the floral ground.

Hokkaido's open land is reminiscent of America's Midwest, and in tandem with drier weather, Hokkaido is the paradise of outdoor activities. All the powder snow and panoramic hills change into water rafting season in spring, when Hokkaido opens up another season of outdoor activities. Although Hokkaido's mountains are not high in elevation, its 13 major rivers and relatively hilly geography create streams through winding rocks, perfect for rafting, and by the mid-summer, children and adventure lovers alike flock to experience the dynamism of northern nature.

Thanks to the open geography and less urban development, Hokkaido's nature uniquely differs from mainstream tourism destinations in Japan. During late spring and summer when most parts of Japan get into high humidity, Hokkaido is a good escape for more comfortable weather for culture and nature lovers.



SUMMER DELICACIES IN HOKKAIDO

Uni (sea urchin)

Hokkaido Sea urchin, fishery generally starts around mid-June and lasts until the end of August. In Hokkaido there are two kinds of sea urchin: Red Sea urchin and Purple Sea urchin. It is recommended to eat fresh right out of its shell for a rich sweet taste.

Surimi (Pink Shrimp Squid)

Squid season starts from summer to autumn. Freshly caught squid tastes almost dark brown. The freshness of brown colored squid is recommended to be eaten fresh with ginger and soy sauce.

Awabi (abalone)

Hokkaido's Ezo abalone season is from June to July. Compared to other abalone found in Hokkaido, they are smaller in size and the meat is lighter in texture. (Even so, however), you can enjoy the sturdy texture and flavor of the one.

Sweet corn

Hokkaido is the number one producer and exporter of Japanese corn. At the start of the summer season, the corn harvested in the morning is basically eaten by the end of the day and is surprisingly sweet.

Yakuri (yakuri)

Developed in the city of Yaburi in 1981, the Spicy Cornstarch and Ezo's Favorite cultures were combined to make a high-quality unique food. It is characteristically juicy and surprisingly soft, with a sweet season from mid-May to the end of August. Highly priced an expensive one can go for around 500,000 yen (about \$1,000).



The mountain always remains in view at this early-summer sunflower field in central Hokkaido.



Thousands of flowers fill the grassy field up to the horizon, looking like colorful patches of carpet.



The frozen powder snow in Hokkaido melts into perfect streams for water rafting in spring and summer.

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—WA DOKO DESU KA—

“—WA DOKO DESU KA.”

Japanese: Where is...
[Image] A common phrase when asking directions. For your convenience in the beginning of the course, for example “Where is [Tokyo/Narita/Amsterdam/etc.]?” or “Where is [Amsterdam/etc.] from here?”

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The World Heritage Sites of Japan

SHIRAKAMI SANCHI
(Designated by UNESCO in 1993)

Stretching across the borders of Aomori and Akita prefectures on the northeastern part of Honshu Island, Shirakami Sanchi has the two major forests of Iitate, Sakurai's forest, which once covered the hills and mountain slopes of northern Japan. A 17,000 hectare site, out of 13,000 hectares of mountains, is designated a World Heritage Site, and 74 % is an Aomori prefecture. Shirakami-Sanchi, formerly regarded as “White Civil Mountains,” preserves nature well and shows the evolution of seasons, freshwater, and marine ecosystems. The mountains are elevated from November to May for safety reasons, but during the summer seasons you will enjoy grand views of lakes and mountains as well as the 400-year-old “Mushiro Tani” that keeps a green landscape of water with thick. There are no steep hiking routes, and guided walking tours and bus tours are also available.

Photo courtesy of the National Geographic Society



Shop Japanese Crafts at JCRAFTS.com

Living in an environment equipped with quality items uplifts your mindset and improves your quality of life. In Japan, handcrafted items are often handed down for centuries—these heirlooms are not only for displaying but also for using in everyday life. JCRAFTS.com is a newly opened online store stocked with Japanese items ranging from traditional crafts to stylish products full of Japanese spirit to match modern life. From the array of offerings on JCRAFTS.com, here we feature traditional Kyoto braids that are beautiful, durable, and versatile.

State of the Art yet Practical Kyoto Braids

It is said that Kyoto braids were first created during the Heian era (794-1185AD). The uses of these braids varied and changed with the period: in the Heian era, they were used as decorations by the aristocracy, and in the Sengoku period they were used on ceremonial tools and armor. Much effort was involved in the construction of each braid, so initially use was limited to the imperial court and the samurai families. However, as time went on they became available to the common people as well, and after the beginning of the Meiji era in the late 1800s they became used as Japanese accessories, for example, as hairpins. Kyoto braids are so strong they were even used in NASA experiments and reportedly did not snap no matter how hard they were pulled.

These braids are made of dyed, twisted silk threads on different looms, such as round looms, square looms, twill bamboo looms and raised looms. Depending on the loom used, the braids can differ. The elegant beauty of the Kyoto braid is produced by carefully repeating the same motions over and over again. It is not unusual for it to take an entire day to produce a single Kyoto braid; it is laborious work. Kyoto braids are divided into categories such as flat-weave, round-weave and square-weave depending on their cross-section. A variety of different names are used to describe them based on the number of threads and the weave method and pattern, such as the four-weave, eight-weave, kariyume and sasanuki-kami.



Pure silk necktie

The limited neck strap is made with 100% silk that is both soft and luxurious.

There are approximately 40 basic braid varieties based on color use and pattern, but the total number of designs and variations exceeds 3000. Kyoto braids are artworks in themselves with the strands producing beautiful patterns in addition to being practical at the same time.

JCRAFTS.com offers a variety of modern Kyoto braid items from **Shower Braids**, including Neck strap (jorito), hair accessory, strap chain, and bag caddy.



"The shop is always so full of a wonderful mix of Kyoto's old and new. With the Edocho Buddhist temple in Phoenix Hall nearby it is popular with tourists. Inside the shop, which retains the feel of an old Kyoto townhouse, you can experience for yourself a day of making braids (booking required)." — *Traveler's Tip*

A Variety of Knots

In ancient times people believed that the spirit of gods lived in knots. Knots were not simply a means for tying one object to another, but also something that linked people and nature, as well as linking the past and future. The wonderful display of traditional decorative knots are much used in ornamentation on dolls, art, and in a variety of other places, with their color and dignity adding them an essential embellishment. Also, aristocratic families of old Japan passed down special methods for tying the knots used on storage boxes. This method was used to prevent occasion when even if someone took the lid off a box and secretly opened it, they would not be able to undo the same knot and the outside would know of the trap.



Shipping and handling fee will be free for customers who spend more than 12,000 yen (USD\$145). The dollar-yen exchange rate used here is \$1=82 yen.

HOW TO SHOP AT JCRAFTS.com:

- 1 Register as a member for free at <http://www.jcrafts.com>
- 2 Shop and order products
- 3 Wait for your products to arrive in the mail

* Products will ship direct from Japan within 7 business days from the date ordered. Express air shipment (EMS) will arrive within 3-5 days after shipment. For international orders, some production time is needed. Some products may take several weeks to arrive.

JCRAFTS

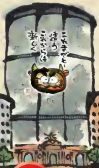
SEARCH



Event Entertain- ment Leisure

Japan Day @ Central Park

**Calendar
Exhibition
Performance
Events
Happenings**



Japan Block Fair

May. 20 **Sun**
2012 11am-6pm
on Park Avenue
bet. 39th & 40th St.

More info. www.japanblockfair.com

SUPPORTING ORGANIZATIONS:



The Intersection of Japanese Culture at Central Park

**6th Annual Japan Day @ Central Park
May 13**

**Naumburg Bandshell
(Main entrance at 64th St. and 5th Ave.)**

Launched in 2007 to foster cultural understanding between Japan and the U.S., Japan Day gets bigger and bigger every year. In response to the earthquake and tsunami disaster in 2011, the event successfully helped in raising awareness, funding and receiving support. This year's Japan Day will take place on Mother's Day, May 13, to kick off with a 4-mile "Japan Run," followed by the Japan Day Festival, with food / activity tents and stage performances continuing throughout the day.



CHERRY BLOSSOM TREE DONATION

2012 marks the 100th anniversary of the cherry trees given by Japan to the U.S. as a symbol of enduring cross-cultural friendship. Japan Day celebrates the centennial by donating cherry blossom trees. On April 11, a tree planting ceremony was held at Central Park, and at the event 10 cherry blossom trees, 4 donated by Japan Day and 6 by the 2012 Japan U.S. Cherry Blossom Centennial, Naibomede Cherry Blossom Tree Planting Initiative to Central Park Conservancy, were planted. The Tree Planting Initiative is holding more cherry blossom tree planting events in 35 cities in the U.S.

THE CHERRY BLOSSOM ART CONTEST

To commemorate the 100th anniversary of Japan's gift of cherry trees to New York City, Japan Day invited visual artists to submit artwork that featured the beauty of both cherry trees and Central Park. The contest received a total of 45 submissions, and Aaron Porter, the JET (Japan Exchange and Teaching) Program alumni and Irvington (NY) resident, was announced as the winner. (His artwork is shown in the poster below). He is a part-time digital art instructor at the Bronx Community College as well as a freelance graphic artist and illustrator. Mr. Porter's artwork was used for the Japan 2012 official poster.





Exhibition

Through May 12 FREE
Art Museum "A" Exhibition

Apple GALLERY NY

Apple GALLERY NY is hosting an exhibition of new works by New York-based sculptor and custom woodworker, Rive Matsuura. Consisting of four mixed-media sculptures made in the past year, the show is a continuation of themes that Matsuura has been working on for most of his career. In them, he explores the animal world, and makes work that depicts the duality and the long of his observations.

Location: 379 W 20th St. (bet. 10th & 11th Ave.)

New York, NY 10011

TEL: 212-237-2097

http://applegallery.com/newyork/

Through June 8 FREE
Atsuko Kawano "Spheres" Exhibition

Apple GALLERY

Apple Gallery NY is presenting "Spheres" an exhibition of sculptures by Atsuko Kawano. Under his first exhibition at the Apple gallery in 2008, in which he presented his "Mogwai" (Frogs) series, consisting of "branded" stone statues in human form that seemed to reach up to the heavens, Kawano's current series of works consists of rounded, organic, sphere of or cubical forms that appear to "pull" towards Earth. This exhibition will consist of approximately twenty works that have been sculpted from stone or marble, then polished to create soft, round forms.

Location: 379 West 20th St. (bet. 10th & 11th Ave.)

New York, NY 10011

TEL: 212-237-2097

www.applegallery.us

Through June 18
Good Japan: Shopping Art and Culture, 1820-1945
Japan Society

Showcasing the spectacular craftsmanship and sophisticated design associated with both Japan and Art Deco style, this exhibition is the first in the U.S. to explore a little-known brand of pre-WWII modernism: home of can private legacy and evocative cosmopolitanism. Curated by Dr. Randall Brown, *Good Japan: Shopping Art and Culture, 1820-1945* subtly conveys the complex social and cultural tensions in Japan during the Taisho and early Showa periods through dramatically designed examples of metalwork, ceramics, lacquer, glass, furniture, jewelry, sculpture and evocative ephemera such as sheet music, posters, postcards, prints and photography.

Location: 333 E. 47th St.

(bet. 3rd & 2nd Ave.)

New York, NY 10017

TEL: 212-632-1133

www.jpmentary.org

April 28 – June 8 FREE
A Window on Nature: Art of Akiro Hoshida
The Arsenal Gallery

The New York City Department of Parks & Recreation is presenting "A Window on Nature: Art of Akiro Hoshida", a solo exhibition of over 35 watercolors. Blurring a poetic and detailed observation of plants and insects at The Arsenal Gallery. This exhibition will showcase her portfolio of watercolor paintings from New York City's celebrated Greenway lands, and her imaginative plant-insects from her *Arctostaphylos* (Type II) series. *Arctostaphylos* (Arctostaphylos) series, Art III reception will be held on Apr. 26 from 8-10pm.

Location: 330 3rd Ave.

(bet. 4th & 5th St.) 2/F

New York, NY 10003

TEL: 212-340-8711

www.ny.gov/parks/art

May 8-25 FREE
Tamiko Waga's Design Painting Exhibition
Mikami

Japanese antique store, Mikami, is exhibiting original waga-style paintings designed in the Edo Period. Called *edo* (to be "the art of the five senses"), waga is a traditional Japanese collection that was created in the second

original capital of Kyoto. Chie's, who have been inspired by the unique beauty of Japan, have historically designed waga with a wide variety of shapes, colors and painted designs to convey seasonality and natural beauty.



Location: 87 2nd Ave.
(bet. 12th and 13th St.)
New York, NY 10002
TEL: 212-945-5288
www.thewaga.com

May 24 – 30 FREE
Noriko Nomura Original Kimono Exhibition
The Nippon Gallery



The Nippon Gallery will host the 5th Original Kimono Exhibition by Noriko Nomura, one of the living masters of the Kyo Yatsu style of kimono design, based on a dying technique perfected in Kyoto around the middle of Japan's Edo

period. Nomura uses traditional dying methods that result in a subtle tone. At the same time, she aspects a bright femininity by exquisitely depicting scenery or flowers on fabric. Nomura's Kimonos embrace both the traditional and she spent with a fair lot the modern.
Location: 145 W. 5th St. (bet. 4th & 3rd Ave.)
New York, NY 10011
TEL: 212-687-2222
www.nipponlab.org

Performance

April 26 & 30 FREE
Masako Suzuki Candace Hayata's The Creation

Japanese conductor, harpist/harmonist, and organist, Masako Suzuki, will conduct Haydn's beloved oratorio *The Creation* with young musicians from The Juillard School and Yale University. Participating musicians are from July-Ad 415, the Historical Performance program's student ensemble using instruments of the late 18th century, Yale School's Contran, where Suzuki works as a director, and Yale Baroque Ensemble. Soloists include Jessica Petrus (Vibrantly John Taylor Ward [Stephen], Shimen Sagh (David), Daniel Moore (Daniel), Megan Charbonel (Evel). Song in German.

Location:
April 29: Wesley Hall
300 College St., New Haven, CT 06511

April 30: @ ArtistHouse's Gaudi
225 Rock Avenue (at 5th St.)
New York, NY 10022

May 14
"Kankita plays rock!" '80s U.S. Punkers
LIVE Records

Kankita Kato is a first-time Japanese percussionist who has achieved worldwide attention. She has released "Kankita plays rock!" tribute album to Steve Reich's 75th birthday with arrangements of his counterpart from the 80's, newly written for percussion. She will give a live performance in NY and premiere the album in the U.S. Presented on this live performance are three brand new arrangements of Steve Reich's works, Electric Counterpoint version for percussion, Six Moments in Counterpoint, and Her most Counterpoint version for vibraphone. The live version is performed with solo + 10ch. multi-track pre-recorded parts for a superb counterpoint setting. The doors open at 7 pm and the performance starts at 8 pm.

Location: College Ave Space
M (West St) at West St, Brooklyn, NY 11220
TEL: 718/522-8380
http://kankitaplayrock.com/
Info: www.kankita-into.com

May 20
Saihan Series No. 43: Meditation in Sound and Movement

Tsuri Cultural Institute

For the first time in 34 years, the Saihan Series will offer participation from audience members in a mini-workshop in two parts: "Meditation in Sound and Movement," the participants can choose one or both parts from Shokubachi Meditation led by Shokubachi Motoki, Ralph Samuhani and Welcoming Meditation led by Sachiko Ito. Using the Japanese bamboo flute, Shokubachi, participants will focus on breath, stillness, and concentrated mind techniques while meditating to the sound of the flute. Also, the walking meditation part will guide participants toward a stabilization of the body and mind while

connecting the inner being to the earth through simple steps. Performance starts at 3 pm. Tickets are \$15, \$10 for seniors and students.

Location: 434 West 126th St., (bet. 5th & 6th Ave.)
New York, NY 10021
TEL: 212/627-0621 / www.tsuri.org
Info: www.tsuri.org/psa.com

Event

April 27 - May 8
Ajinomoto Fair at Midtown Marketplace
Ajinomoto Fresh Foods U.S.A., INC.

A tasting and sales event for Ajinomoto products will take place at Midtown Marketplace, the specialty Japanese foods store located in New Jersey. There will be cooking demonstrations of Ajinomoto's fresh foods like gyoza dumplings and gyudon (beef bowl) and how to make chawan (fried rice) using their trademark 100% natural dashi soup stock, which will all be available to taste and purchase.

Info: www.ajinomoto-usa.com
Midtown Marketplace
395 River Rd., Glenview, NJ 07030

April 28
Children's Day Event
Kikyo



Kikyo will celebrate Kikyo's Day on Sun day April 28. Limited to only 12 participating children around the ages of 3-6 years old, the event will take place from 11 am-2 pm. This year will consist of fun & afterschool activities like making traditional karamon (flying carp) mobiles and try some seasonal fabrics using craft paper. The event will be in both Japanese and English. Reservations required. Please call or e-mail for reservations.
Location: 461 Avenue G, (bet. Avenue J & Avenue St.)
New York, NY 10013
TEL: 212-294-2500
contact@kikyoparty.com

May 8
AHC 2012 Asian Heritage Celebration
LaGuardia Community College

The Asian Heritage Committee at LaGuardia Community College presents another fun and exciting list of events and workshops for this year's Asian Heritage Celebration. Besides scheduled film screenings, discussion panels, and

other activities, the main "Fiesta" celebration will be held on May 8 at the Cobblestone Courtyard and E-Forum from 2pm-6pm. This year's live performances will include New York based Tanka drum group, Tanka Kiko Kiko, and much more! For more detailed information on workshop, discussion panels, and events please visit LaGuardia Community College's website.

Location: 37-38 Thomson Ave
Long Island City, NY 11101
TEL: 718-437-2000 / www.lgcny.edu/ahc/events.htm

May 13
5th Annual Japan Day
Japan Day Inc.



Since it started in 2007 to foster cultural understanding between Japan and the U.S., Japan Day has developed into an even bigger event year after year. In response to the earthquake and tsunami disaster in 2011, the event successfully played a major role in raising awareness, funding and raising support. This year's Japan Day will take place on Mother's Day, May 13, to kick off with a 4-mile "Japan Run," followed by the Japan Day Festival with food & activity tents and stage performances continuing throughout the day.

Location: Central Park
Assembly Building (Main entrance at 40th & 5th Ave.)

May 28
Japan Block Fair



Experience the true spirit of Japan in New York at the Japan Block Fair taking place on Sunday, May 28 from 11 am - 6 pm on Park Avenue (bet. 36th & 42nd Sts.). The event

will feature a wide range of Japanese food, arts, crafts, services, performances and more. This year, the *Arasaka* (traditional Takahashi prefecture belly dance) team from Shokoku, NY will perform and provide the block. Everyone from children to adults will surely enjoy this free outdoor street fair with an atmosphere of a true Japanese summer festival. For those wanting to experience a stall, please contact YODO by email at yodofair@yodobackfor.com.
Location: Penn Plaza between 284 & 434 Street
www.yodobackfor.com

May 4-6, 12 and 13

Wagashi Japanese Sweets Festival and Batawa (Italian-Tomato) Cake Fair

Mitsuru Wakaguchi

Mitsuru will hold a "Japanese Sweets" festival from May 4 to 6. 30 kinds of Japanese sweets including *daifuku* (mochi glutinous rice cake with a sweet and bean paste filling), *choko* or *gomo daifuku* (daifuku with sesame and Chinese style bean paste) and *sakuramochi* (daifuku filled with sweet potatoes) will be sold at 2 for \$1.75. Also, the annual *batawa* (Italian-Tomato) Cake Market's Day Fair will be held May 12-13. This fair will feature flavors of sweets not normally sold in stores, such as soft-creams, cream puffs, pudding, and whole cakes at accessible prices. The winner of the Mother's Day potluck exhibition will be announced in store on May 12.

Location: 355 River Rd., Elmhurst, NJ 07732
 Tel: 201-441-8112

www.cooking.com/english



May 5

Go!Go! Curry Birthday
Go!Go! Curry



Curry will be offered at \$5 and \$5 topping coupons will be given to each customer at both locations. In addition, Go!Go! Curry original T-shirts will be presented to the lucky 5th, 15th, 25th, 35th, 45th, & 55th customers.

Location: Times Square
 233 W. 36th St. (bet. 34 & 26 Ave.)
 New York, NY 10018

Tel: 212-770-3333

Washington Square Potluck Sunday

201 Daigaku St.
(bet. W 3rd St & Bleecker St.)
 New York, NY 10012
 Tel: 212-505-2333
www.potluckpotluck.com

May 5 and 20

Free Make-up Services
Yei Salon



Wednesday May 5 and Sunday May 20 from 11 am until 7 pm. Please call in advance to reserve a spot.

Location: 323 W. 31st St.
 (bet. Greenwich St. & Washington St.)
 New York, NY 10014
 Tel: 212-647-0362
www.yeisonline.com

May 12

Mother's Day Event - Accordion Art Book Making
MIMI HIGUCHI

MIMI HIGUCHI, the premier children's fashion house from Japan, will celebrate Mother's Day this year with an Accordion art book making event. Held between 2-5 pm on May 12, this fun and exciting event will take place at Bloomingdale's 5th floor. One complimentary Accordion art book will be given out per customer while supplies last.

Location: 1000 3rd Ave. (at Bloomingdale's)
 New York, NY 10017
 Tel: 212-775-2000
www.mimihouse-usa.com



© Yuko Iwano, NODA & NODA

May 31

Kagashi! Sake Tasting Event
Union as is

Oh! so it is a peaceful shop serving small dishes of noodle and hearty home cooking, where you can enjoy a selection of more than 60 kinds of *tsukata*. On May 31 there will be a *Kagashi Sake Event* where all customers can each receive a free glass of *Kagashi Joma-sake* (G.J.M. Sake) and *Joma-sake* (Sake). On the event day there will be a *sake menu* prepared to pair well with the *sake* in addition to other new menu items not found on the regular menu.

Location: 26 E. 3rd St.
 (bet. 1st & 2nd Ave.)
 New York, NY 10003
 Tel: 444-434-1007

www.downtownsake.com



Happenings



15% Discount for Chopsticks NY Residents

Himalayan Yo! Restaurant
 Located in Midtown Manhattan, Himalayan Yo! Restaurant, specializing in Tibetan and Nepalese cuisine, offers a classical and genuine style popular menu with their many other Tibetan and Nepalese customers. Customers bringing in Chopsticks NY will get 15% off (see the menu article on P.12). This dish is so well known that Nepalese and Tibetan people from other states often flock there for the authentic taste. Recommended is their Tibetan dumpling, *Momo*, served fried or steamed and filled with your choice of meat or vegetables.

Location: 1000 Broadway Ave. (bet. 2nd & 3rd St.)
 Midtown Heights, NY 10017
 Tel: 204-29-1119

www.himalayanyorrestaurant.com

Brightest Japanese Potting Pot with Logo Gift for Loyal Customers

Brussels New York

This specialty store offers cute and fashionable underwear designed in Japan. From April 21, Brussels New York will celebrate the opening of their flagship store in SoHo and the renewal of the 1st Madison Ave. and East Village branches. To celebrate this, on April 21, customers who make a purchase will be presented with a limited original Japanese

"saves" folding ten with legs on a first-come-first-served basis. With only 100 gifts per store, come early and celebrate in style. Also, those who spend over \$50 at each store will receive a special gift such as soap and candle. With proper scheduling, tailored to the fit of each individual, you can not only get stylish underwear but a custom fit that enhances your body.

Location: 261 Broadway St. (bet. Nassau & Spring St.)

New York, NY 10002

RS: 212-643-5629

at Madison Ave.
(bet. 27th & 28th St.)

New York, NY 10019

RS: 212-699-8932

235-20 29th Ave. Suite 101 21E
(bet. Sherman & Columbia Sts. West)
Hunting, NY 12524
RS: 518-350-1340
www.bodysuits.com



Free Clay Earbe Pack With Japanese Straightening **PH Plus Salon**



With veteran stylists who have experience in the beauty industry in both Japan and the U.S., PH Plus Salon is a place where you can feel at home. PH Plus is currently offering a free Clay Earbe Pack (valg. \$30)

for Japanese straightening clients. This pack seeps amino acids into the core of the hair and makes hair healthy and beautiful while sustaining perms longer. Offer is valid through June 30.

Location: 405 3rd Ave., 3rd fl. (bet. 4th & 5th St.)

New York, NY 10017

RS: 212-444-8638 / www.phplus.com

10% Off Life Style & Wedding Photography **CocoCo Salon**



CocoCo Salon and Candice Brown, a famous fashion photographer, is providing a new service, Life Style Photography. Candice captures intimate family moments, engagements, and wedding day images, in a photographically and casual style with a fine art touch while deeply understanding what is important to you. The professional has a make up team of CocoCo Salon and Candice can help bring out your own personal beauty and shared family moments. Chapticks NY readers who book your session by May 31 will receive 10% off and a complimentary 15x10 fine art print.

Location: 127 Waller St.

bet. Delancey & Broome Sts.

New York, NY 10002

RS: 212-258-8298

www.cococoNY.com

New Grocery Store-Opening party

Enjoy a Japanese Grocery Store

The Japanese supermarket, Taniya Japanese Grocery Store will celebrate their Grand Opening event on Tuesday May 15 in Midtown East. With doors already opened to the public, customers making purchases over \$20 from May 13-15 will get a special invitation to the Opening Party on May 15 at 7:30 pm. Party venue will be at 1049 MJ2 1000 restaurant located just below Taniya Japanese Grocery Store.

Location: 329 E. 58th St., 2 fl.

bet. 3rd & 4th Aves.

New York, NY 10017

RS: 212-259-7317

www.taniyagrocery.com

Japanese Calligraphy (Shodo) Distance Learning **Sakura Shodo**



Take Japanese calligraphy classes anywhere in the U.S. with online video lectures. Students will receive a textbook along with a link to an online video tutorial every month. Each stu-

dent will submit teacher work to the instructor, who will carefully review it and provide detailed corrections and feedback. Depending on progress, grades are given based on levels that follow a Kyu and Dan (beginner/intermediate) nomenclature. The following calligraphy styles are available via distance learning: Kasei writing (Kasei), Kana writing (Kana) and Pen Shu (pen). Tuition rates and required tools provided upon request.

Location: 355 W. 43rd St., 3rd floor (bet. 3rd & 4th St.)

New York, NY 10019

www.sakurashodo.com

More Than 50% Discount Spa & Massage Offer

10x Holistic Center

10x Holistic Center is a holistic healing and relaxation spa that provides optimum massages in NYC's Midtown. They are now offering a special deluxe massage course (125 min.) for \$48 (reg. \$200). This includes a 30 min. herbal sauna, 60 min. full body massage, and a 15 min. special treatment. Take advantage of this great opportunity to help get rid of everyday stress and feel better.

Location: 22 E. 46th St. 3rd fl., (bet. 3rd & Madison Aves.)

New York, NY 10017

RS: 212-699-5442 / www.10xcenter.com

Shimcha (First month's harvest of tea) 50% **Miso-do-in**



This year Miso-do-in has carefully selected the first harvest of tea (shimcha) to be an offering from Kagoshima Prefecture in Kyushu and released around early May. Strong to deliver local flavor to foreign countries, this year marks the 25th anniversary of Shimcha export to America. "2010 Shimcha Golden and Emerald Tea" will be given as a gift to 10 lucky winners by draw. To enter send name, address, phone number, etc. to info@miso-do-in.com with "Shimcha



Friends without a Border 10th Annual Gala

Each year, the non-profit organization Friends Without a Border honors individuals who have contributed to the success of their charitable organization, Angkor Hospital for Children (AHC), in Siem Reap, Cambodia, founded in 1999 through the efforts of Japanese photographer Ikema Iku. His friend, celebrated New Yorker Mr. Minoru Mitsuoka, owner of New York's Salon Sign, has contributed yearly to AHC by sending donations to

cut the hair of orphan children for more than 10 years. The annual gala of Friends without a Border was held on Apr. 12. At the gala, the annual Rising Cambodia Award was awarded to Mr. Ann Chom-Pond for his humanitarian efforts to bring back the classic Khmer art past Khmer Rouge.

www.fwbny.com

Present is subject to mail to Nando's, 18051 Milliken Avenue, Irvine, CA 92606. Deadline is May 15. www.nandos.com

Hair Straightening Discount Hearts New York Salon



Hearts New York is a hair salon that provides top class highly trained stylists that are experienced in both technique and client care. This

May, they are offering a special discount on hair straightening treatments, which will include a haircut for \$100 (Reg. \$150). Nail services are also available.

Location: 40 E. 58th St. 2 Fl.

(bet. 4th & Madison Aves.)

New York, NY 10022

tel. 212-619-4988

www.heartsny.com

Summer Program for Children NYCDOJ (Let's Play in Japanese)



New Japanese language and culture center for children, NYCDOJ, for their 4th annual Summer Program! This year's program includes weekly field trips, play-

ground & splinter time, stories, special drama and dance workshops, music and movement, story time, haigana and vocabulary building activities. Register and pay by May 31 and receive 10% off the regular camp day (extended days not included). For more specific details and rates, please visit NYCDOJ's website.

Location: E. 58 St.

(bet. 3rd & 2nd Aves.)

New York, NY 10022

tel. 212-617-3232

www.nycdoj.com

4th Annual DeJai/Carry Eating Championship Go/Go/Carry

This eating championship attempts to discover who can eat the most curry the fastest. Those who want to participate in this tiny challenge can go to Bf out an application (\$20) and must pass a qualifying time trial (using 2 "walk" end cups of curry the fastest) to advance to the preliminary round. The top four preliminary round partici-

pants will move on to compete in the final round on May 25 in Times Square New York against another qualifying winner from Japan. In the final, the winner will be the one to have eaten the most curry in 5-55 minutes. The winner will receive \$100 worth of gift certificates and \$55 worth of curry meal tickets. The participants who place second in the final will get \$25 worth of curry meal tickets. Visit website for more details.

Location: Times Square

237 W. 29th St.

(bet. 6th & 7th Aves.)

New York, NY 10019

tel. 212-339-8333

Washington Square Potluck Sunday

221 Thompson St.

(bet. W. 3rd St. & Bleecker St.)

New York, NY 10012

tel. 212-685-2333

www.gogocurry-go.com



Ontayo Japanese Restaurant New Open in NY's Flatiron District

Ontayo



With currently 254 stores in Japan and 62 stores overseas, Gotoyo Japanese restaurant opened in NYC on Apr. 15. This large chain "washoku" (just meal) restaurant which provides home style menu items at a reasonable price. It is known for using vegetables, rice, meat and fish in a well-balanced meal. The New York location offers original menu items not offered in Japan. Recommended is the beef, pork or chicken grilled with also-top pork. The also-top makes the meat very tender, to maximize the natural flavor. Also recommended are the soba buckwheat noodles, which are handmade in-store every morning. The interior has a very wide open stream, with a calm Japanese zen-like atmosphere which also blends in the modern style of New York.

FW 106 St.

(bet. 34th & 40th Aves.)

New York, NY 10011

tel. 212-685-6008



ANA Presents Nippon Eiga Series #28 Ramen Samurai ANA (All Nippon Airways)

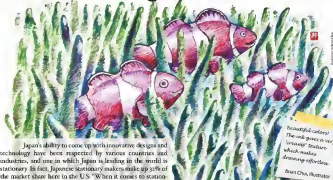
The 28th movie screening presented by ANA was held on Apr. 19 at the Japan Society.

Originating in May 2008 for those interested in Japan and seeking to deepen their understanding and be introduced to the culture through cinema, the series' latest installment is *Ramen Samurai*. With the ramen boom in NY, this film set in 1960 is the perfect theme, not only about ramen noodle stalls (yatai), which made the town of Gosumi, Fukuoka Prefecture in Kyushu famous, but also about a valuable source of motivation for the hard-working poor who, after the bombing boom following WWII, had been thrown into an economic downturn. With the film's cast blessed with a positive outlook in the face of adversity, exhibiting

the hard-working dedication that Japan is famous for, audiences can better relate to economic devastation especially in light of the 2011 earthquake and tsunami recovery.



NEW INK GENERATION



Japan's ability to come up with innovative designs and technology have been respected by various countries and industries, and one in which Japan is leading in the world is stationery. In fact, Japanese stationary makes make up 31% of the market share here in the U.S. "When it comes to stationery, it means a lot when it's made in Japan because it stands for quality and dependability," explains International Sales and Marketing Director of Zebra Pen Corporation, Mr. Jim Laudenschach. For Zebra, the second largest Japanese stationary maker, 2011 will be their 30th anniversary celebration since they opened for business in this country. To celebrate with a bang, they have globally launched their latest creation, the Z-Mulsion series that incorporates all the latest technologies in pen-designs.

"The series is named after the 4th generation ink which is an emulsion of oil and water based inks. The formula we use is a first of its kind. The special 7:3 oil to water ratio allows a barrier to form between the ink and paper so that the pen glides with ease, that's what's key to this pen," Laudenschach explains. "Our research showed that when it comes to pens, smoothness of writing is still the primary factor consumers look for," he adds. But smoothness isn't this pen's only charm. "There was a lot of time invested in the creation of this ink where we looked at stability, practicality and how it reacts to the refill itself. Viscosity of the ink is very tricky." Their hard work paid off at the end, resulting in ink that had the right viscosity to prevent leakage as well as skipping. The ink formula is also made to dry quickly so that it's smearless and more vibrant, and comes in 8 colors.

*Beautiful colors!
The ink gives a very
"creamy" texture
which makes
drawing effortless.*

Brain Chu, Illustrator

Although Zebra has facilities worldwide today, all development and research takes place in the Zebra headquarters in Tokyo. According to Laudenschach, different cultures have different languages and writing, therefore requiring different demands for their pens. "For instance, Asian countries have demands for finer points due to their intricate characters, while thicker points are more popular in the U.S." However, when it comes to design for comfort, the demand is pretty much universal. The Z-Mulsion design has long-term use in mind, with soft rubber grip, contoured body, and lighter weight that's gentle to the hand. The series comes in two types, the regular Z-Mulsion is designed for casual use, while the Z-Mulsion EX is for business, designed with a plastic body, metal ends and clip.



Make a statement...in writing™

WWW.ZEBRAPEN.COM



The world's first writing instrument with  Z-Mulsion ink

JAPAN'S

WEST SIDE STORY



Enjoy the Only Non-stop Service Between New York and Osaka.

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FLIGHT SCHEDULE

CI 817	NEW YORK (JFK) 08:00 AM JST	Mon/Thu/Sat	4:35 PM JST ARR KANSAI (KIX)
CI 820	KANSAI (KIX) 11:00 AM JST	Mon/Thu/Fri	1:30 AM ARR NEW YORK (JFK)

*This timetable is valid from 4/30/2012. Subject to change without notice. *Departure/Arrival at John F. Kennedy Airport Terminal 4.



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